DESIGN GUIDELINES FOR NEIGHBORHOOD COMMERCIAL DISTRICTS

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Introduction

CHICAGO'S NEIGHBORHOOD SHOPPING DISTRICTS need attention. These districts, just starting to rebound from years of decline, are an important part of the city's image. They serve as front doors to the city's residential neighborhoods. When poorly designed and poorly maintained, they threaten investment in neighborhoods and suggest a pattern of decline and disinvestment that hurts both the business and residential communities.

Enhancing the development and redevelopment of the city's neighborhood commercial districts will take a variety of public and private initiatives. Over the long term, the City needs to rezone the excessive amount of strip business and commercial frontage (estimated at more than 500 miles) along city streets and consolidate its business areas into more concentrated districts. City plans will have to be updated to identify appropriate areas for regional, community, and neighborhood shopping malls. In some cases, private business associations will have to invest in streetscape and parking improvements before commercial districts will stabilize or expand. Furthermore, private developers will have to be encouraged to identify opportunities for reusing some vacant commercial buildings for alternative uses such as housing.

This report focuses on the short-term needs of the city's neighborhood commercial districts. It examines the opportunities for improving the function, operation, and design of neighborhood commercial strips. The report recommends that new commercial development be analyzed in terms of the existing characteristics of the street (e.g., building orientation, setbacks, heights, and other details).

REPORT OBJECTIVES

The guidelines report identifies three types of streets on which retail and commercial shops are located:

- pedestrian-oriented
- automobile-dominated
- streets in transition from a pedestrian to automobile orientation.

The report recommends that new commercial development be

analyzed in terms of the characteristics of the street and that new development be compatible with existing development.

The guidelines include recommendations and design standards for the location and layout of parking, the orientation of buildings on a lot, screening and landscaping, the design of building facades, and the design of internal sidewalks and pedestrianways. Illustrations of the standards recommended in the guidelines are provided.

These guidelines are intended for use by the Department of Planning and Development and the Chicago Plan Commission in reviewing planned developments proposed for neighborhood commercial districts. They are also intended for the Department of Planning and Development's review of special uses (e.g., car washes, drive-through restaurants, self-serve laundries) built within neighborhood shopping districts. Developers of projects not subject to these types of discretionary reviews are urged to abide by these guidelines voluntarily. Public agencies are also urged to comply.

The guidelines include case studies of the design of different shopping centers including: mini malls, strips centers, and neighborhood shopping centers for reference by City staff and private developers.

The case studies suggest design solutions for retail developers who are building within the context of an established street pattern. The case studies contrast the typical layout of retail centers with alternative solutions. The benefits of the alternative site plans are described.

Readers trying to determine whether the commercial/retail streets in their neighborhoods should be classified as pedestrian-oriented, auto-dominated, or transitional should refer to Chapters Two, Three, and Four and the summary in Appendix II. In contrast, readers interested in design ideas and recommendations for site planning should refer to the case studies of Appendix I. ❖

History of Commercial Development

Chapter One

CHICAGO'S LINEAR COMMERCIAL STRIPS TOOK SHAPE along the routes of street cars, the city's mile and half-mile streets, and the main diagonal arteries radiating from the city center. These narrow strips of shops and businesses have traditionally served the consumer needs of nearby residents.

Chicago's neighborhood commercial districts have long histories. This photo of the corner of Ashland and Milwaukee dates from 1911.

CHICAGO HISTORICAL SOCIETY

The city's neighborhood shopping strips grew at an explosive pace with the influx of successive waves of immigrants. In the 1920s and 1930s, Chicago became a city of small shop owners and merchants. According to census data, by 1935 the balance of retail trade had dramatically shifted from the central business district to the neighborhoods.[1] While the central business district provided almost all the goods and services required by city residents at the turn of

1. Brian J. Berry, Commercial Structure and Commercial Blight, Department of Geography Research, Paper No. 85, University of Chicago, 1963, p. 13.

The pattern of commercial development followed the streetcar lines. This is 26th Street looking east of Emerald Street, 1942.
CHICAGO HISTORICAL SOCIETY

the century, by 1935, over three-quarters of Chicago's retail sales were transacted outside of the central business district.[2]

As the city grew, the major intersections of streets and rail lines became the focal points of neighborhood shopping. These intersections were attractive because they were often transfer points between street cars and bus lines, and this pedestrian traffic represented potential shoppers. Six-corner locations like Milwaukee, Ashland and Division and the corners of Lincoln, Belmont and Ashland became preferred locations for major department stores.

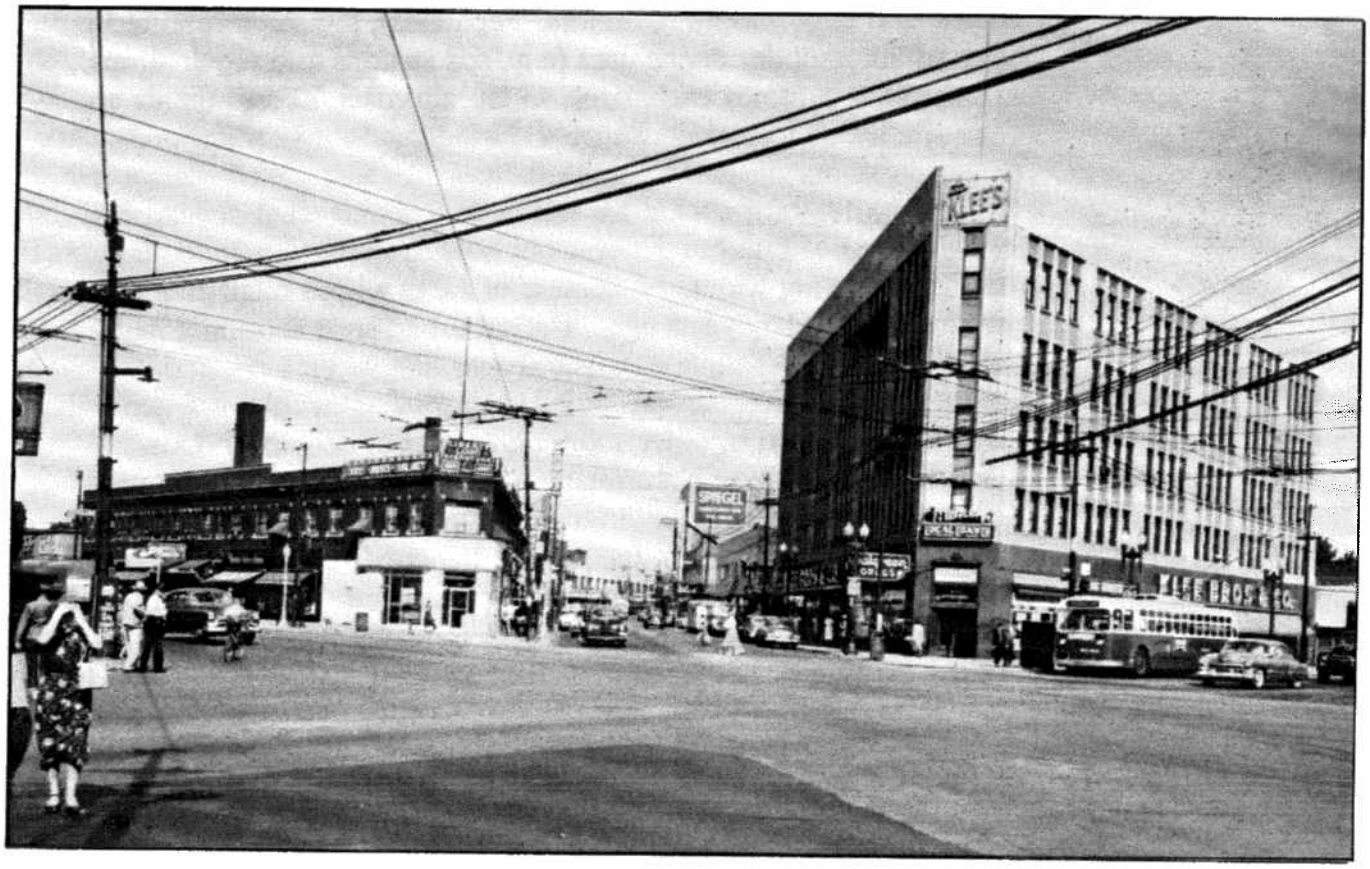
Shop windows and doorways along Chicago's retail storefronts have always been designed to attract the attention of pedestrians. These are storefronts along Milwaukee Avenue, 1929.
CHICAGO HISTORICAL SOCIETY

In the early years, retail and commercial buildings were designed to bring the front door and the shop windows right out to the street and in close contact with passing pedestrians. The design was intended to draw customers in and to attract the attention of streetcar and bus commuters.

2. Ibid., p. 13.

Post-World War II Era

In the post-World War II era, streetcars were replaced by automobiles, and the city's residential areas lost population as more prosperous residents moved to outlying areas and to new suburbs. New forms of retailing emerged—shopping malls, supermarkets, and large national chain stores. The greater mobility of consumers and the changing income characteristics of city residents resulted in a declining demand for the goods and services of neighborhood retailers. The decrease in inner-city buying power, combined with changes in market demand, contributed to the commercial blight of the post-World War period.



Major retail outlets have concentrated in six-corner locations such as the intersection of Milwaukee, Irving, and Cicero Avenue. This photo, from 1953, shows the electric trolley and bus lines.

The pattern of commercial blight was only partially reversed in the 1980s. Huge areas of the city, where businesses have closed or moved out, are undeserved by retailers. Furthermore, many retailers have simply abandoned inner-city locations for newer sites on automobile-dominated strips like Western, Ashland, and Cicero Avenues and Stony Island Boulevard. In contrast, however, other commercial strips have stabilized, and many have enjoyed substantial redevelopment.

The Present

In areas of the city where residential property values have significantly increased and neighborhood populations stabilized, retailers have been anxious to find locations. According to the Chicago Neighborhood Development report, there were 200 new retail development projects in the four-year period from 1987 to 1990.[3] This retail category includes free-standing buildings, mini-malls, and large shopping centers. Separately, the study reported that 94 automobile service uses (e.g., gas stations and repair shops), 14 banks, 9 currency exchanges, 15 laundromats, 72 restaurants and 3 movie theaters were constructed during this four year-period.[4]

In the late 1980s, the issue has not been whether retail developers were willing to build in the city, but how to best accommodate modern retailing within the context of a city whose retail pattern was set more than sixty years ago. The suburban-style shopping malls and strip centers with generous setbacks, ample parking, and numerous curb cuts can create traffic and safety problems when built within the context of older, more densely built neighborhoods. Good design in these circumstances requires the careful separation of pedestrian and automobile traffic, the incorporation of pedestrian amenities (e.g.,walkways, street trees, benches), the identification of opportunities for businesses to share parking, and the integration of new construction into the pattern and appearance of the existing development. ❖

3. City of Chicago, Department of Planning and Development, Chicago Neighborhood Development: New Construction 1987-1990, 1992, p. 15.

4. Ibid., p. 15.

Pedestrian-Oriented Commercial Streets

Chapter Two

General Characteristics

PEDESTRIAN-ORIENTED STREETS ARE CHARACTERIZED BY narrow rights-of-way, numerous storefronts, and high volumes of pedestrian traffic. Many of these streets are found in high-density neighborhoods that are well-served by public transportation.

Pedestrian-oriented commercial streets include Wentworth Avenue in Chinatown, 26th Street in Little Village, North Wells Street in Old Town, and Armitage Avenue in Lincoln Park. These streets usually have streetwalls that are a least 75% intact. Stretches of pedestrian-oriented business streets can also be found along portions of Milwaukee, Madison, Lawrence, Devon, 53rd, 71st, Lincoln, Clark and many other city streets.

Wentworth Avenue in Chinatown is one of the city's best examples of a pedestrian-oriented street. New development along Wentworth has been built out to the property line to maintain the street wall.

The special lighting, landscaping, and informational kiosks used in the Lincoln Square area on Chicago's northwest side enhance the pedestrian characteristics of this retail strip.

The principal goal of urban design guidelines for pedestrian-oriented streets is to maintain the continuous pattern of retail along the street and to preserve the pedestrian environment by preventing new development from being set back away from the pedestrian traffic.

A. Land Use

MAINTAINING A CONTINUITY OF RETAIL AT STREET LEVEL IS the primary goal of land-use guidelines for pedestrian-oriented commercial streets. Uses that complement and strengthen the retail character are encouraged.

LAND-USE GUIDELINES

- Ground-floor retail and neighborhood-oriented service uses are encouraged. These may include bakeries, banks, beauty shops, book stores, camera shops, dry cleaners, florists, hardware stores, and restaurants.

- Uses that conflict with pedestrian activity or that compromise the existing pattern of stores built out to the property line should be strictly limited.

- Institutional uses, storage facilities, and other

This sidewalk cafe on North State Street adds to the vitality of the shopping area, but care must be exercised so that such cafes do not restrict pedestrian circulation.

uses that do not generate daily pedestrian traffic should be discouraged.

■ The use of sidewalk space for outdoor cafes and merchandising contributes to a lively and interesting pedestrian environment. Such uses, however, should be limited to wide sidewalks (approximately 15 to 25 feet), and they should always maintain at least 6 feet of clear walkway area for pedestrians.

■ The use of upper floors for retail, office, or residential uses is encouraged in order to maintain economically viable commercial buildings and to increase the pedestrian activity at the street level.

■ The use of vacant or unleased space for community services and uses, such as community centers, classrooms, art galleries or exhibitions, is encouraged.

■ Higher-density commercial development should be located near rapid transit stations and bus stops.

B. Site Planning and Building Design

PEDESTRIAN-ORIENTED COMMERCIAL STREETS ARE USUALLY lined with one- to three-story, multi-storefront buildings that clearly define the street and create a sense of enclosure. The design objective for both rehabilitation and new construction projects is to preserve this sense of enclosure and to enhance the architectural character of the street.

The "streetwall" along North Halsted remains intact since both new and old buildings are built out to the property line. If new infill development were set back, then the appearance of the entire blockface would suffer.

SITE PLANNING GUIDELINES

■ New construction should be built to the property line where the existing streetwall is intact.

■ New construction may be set back up to 15 feet from the property line where this setback area is to be used for pedestrian activities such as outdoor cafes or landscaped open space, or where such a setback is consistent with the prevailing pattern of development.

■ At corner locations, new construction should be built to the property line on both the primary commercial street and secondary side street.

■ Parking should be located behind buildings and not adjacent to the sidewalk.

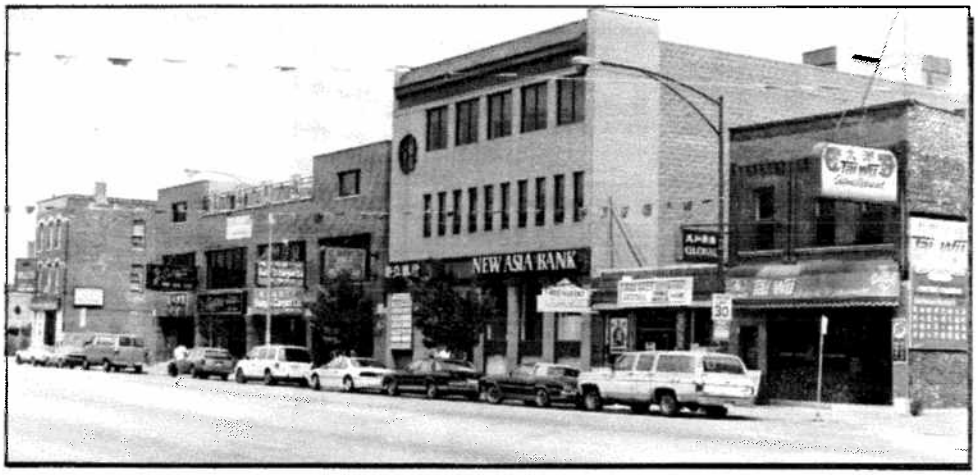
■ Principal store entrances should be located along the commercial street. Secondary entrances may be located near parking or at the sides of buildings to provide access from a side street.

■ Buildings should not be razed to create surface parking lots on pedestrian-oriented streets.

New development at the corner of Kedzie and Fullerton in the Logan Square neighborhood maintains the traditional pattern of building to the corner and placing display windows along the sidewalk.

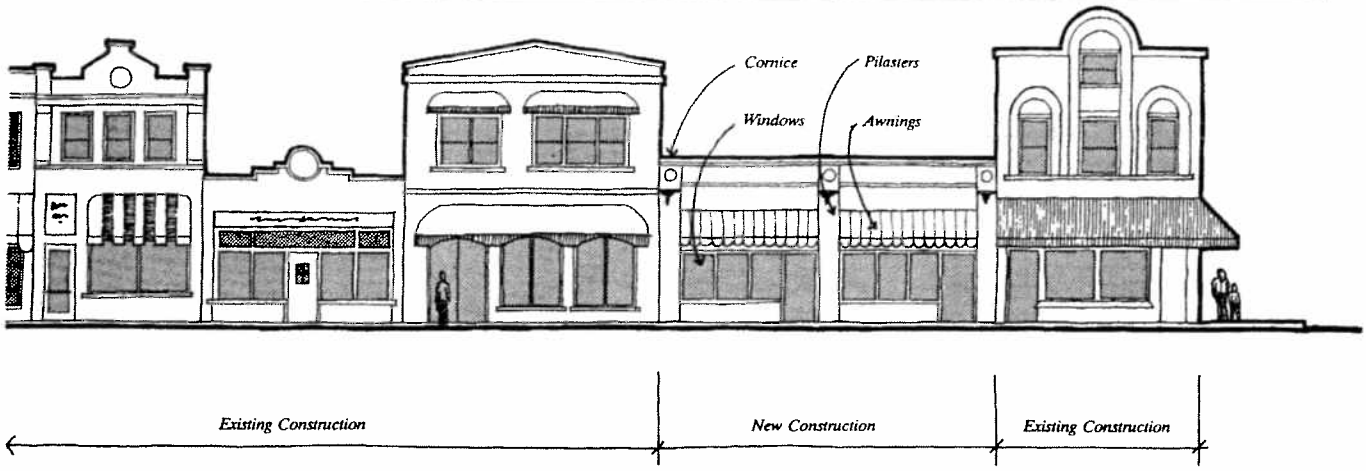
BUILDING DESIGN GUIDELINES

■ Buildings should be conserved and renovated where economically feasible, particularly within commercial districts where the existing streetwall remains intact.



New construction in the Chinatown neighborhood blends in with the existing buildings along Cermak Road.

DESIGN CHARACTER OF NEW CONSTRUCTION RELATIVE TO EXISTING BUILDINGS



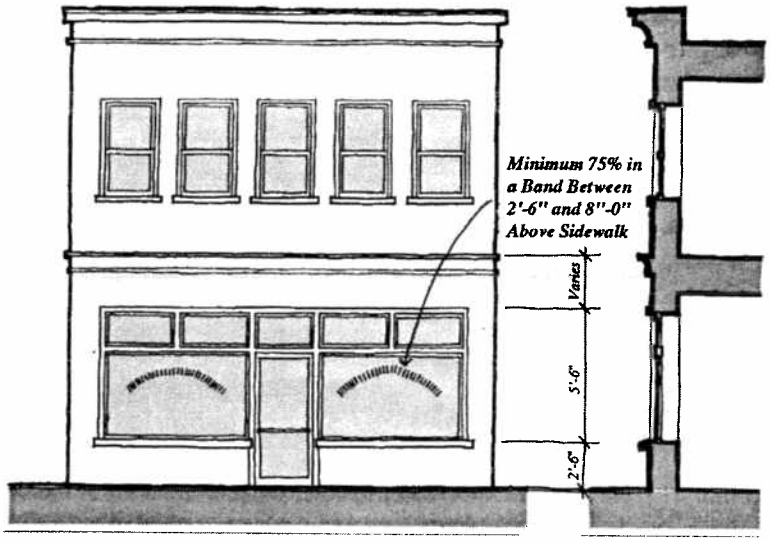
■ The architectural scale and rhythm, cornice height and fenestration of new or renovated buildings should be compatible with the design character of surrounding structures.

■ New construction at the front property line should be no more than 50% higher than the average streetwall height so as to maintain the general height and scale of buildings.

■ Where zoning allows buildings to be higher than 50% of the average streetwall height, upper floors above the prevailing cornice line should be set back a minimum of 15 feet.

■ Storefront windows should be clear glass. Tinted or reflective glass is undesirable.

STOREFRONT WINDOWS ENHANCE A STREET'S PEDESTRIAN CHARACTER



This building provides street-level retail. The upper-story residential units are set back from Diversey Parkway.

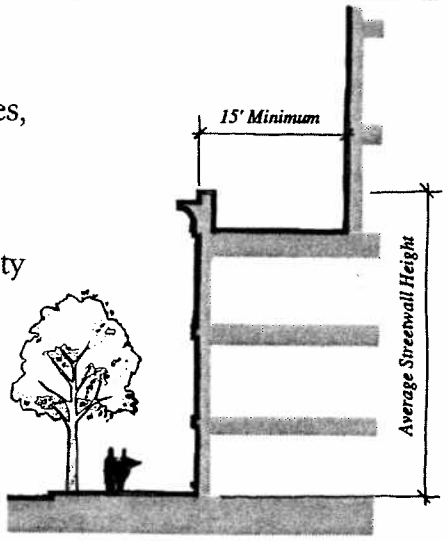
- At least 75% of the facade area between 2 feet and 8 feet above sidewalk level should be clear windows.

- Windowless walls along the sidewalk, where unavoidable, should be designed to add visual interest. For example, arches, variation of materials, piers, murals or planters could add visual interest to otherwise blank walls.

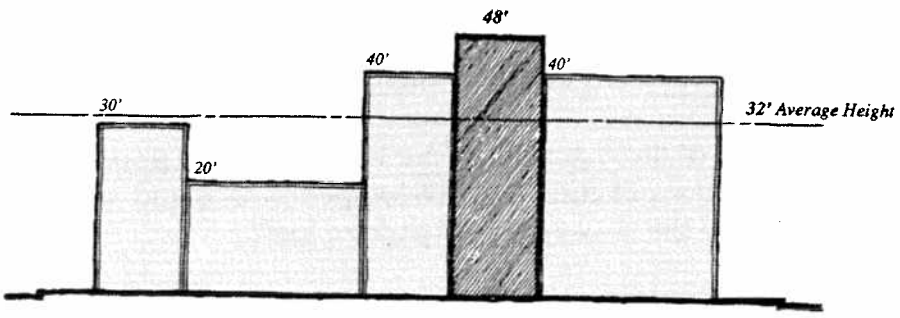
- Metal garage doors, folding security screens or other security features which detract from the overall street appearance should be avoided along the primary commercial street. Interior, retractable security gates or shutters are preferred.

- New buildings should be constructed of durable and easily maintained materials which are consistent with materials of surrounding buildings.

UPPER FLOOR SETBACK

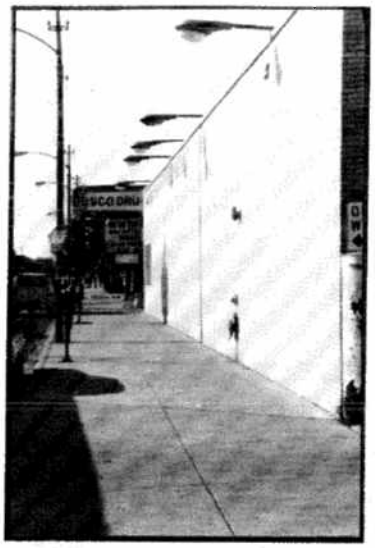


RELATION OF NEW CONSTRUCTION TO EXISTING STREETWALL



New Construction

New construction should be no more than 50 percent taller than the average streetwall height so as to maintain the general height and scale of buildings.



Left: undesirable blank wall along sidewalk. Right: shop windows and sidewalk cafe on Rush Street add to the street's vitality and interest

Awnings complement building design on North Halsted Street without obscuring buiding features.

- Awnings which complement the architectural character of the building or storefront are encouraged.

- Continuous awnings which conceal or conflict with the architectural character of buildings, such as awnings which obscure important architectural elements, are discouraged.

- Exterior service, trash and storage areas should not be visible from the street and sidewalk.

C. Transportation

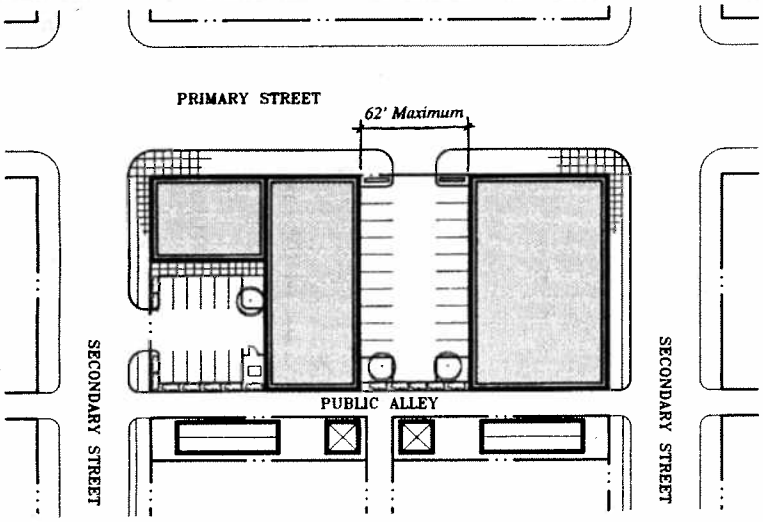
PEDESTRIAN-ORIENTED NEIGHBORHOOD COMMERCIAL DISTRICTS are generally well-served by public transportation and are often located near transit stops or at intersections served by two or more bus lines. Customers arriving by public transportation, automobile, or by foot contribute to the viability of such commercial districts. Maximizing access via public transit and other modes is important to the success of the pedestrian-oriented commercial street.

The principal goals of these guidelines are to maintain the appearance of the street, to avoid conflicts between pedestrians and vehicles, and to improve the appearance of parking lots.

TRANSPORTATION GUIDELINES

■ New commercial parking (i.e., nonaccessory parking lots) lots should not be permitted along pedestrian-oriented commercial streets.

PARKING LOTS AT THE REAR OR SIDES OF BUILDINGS

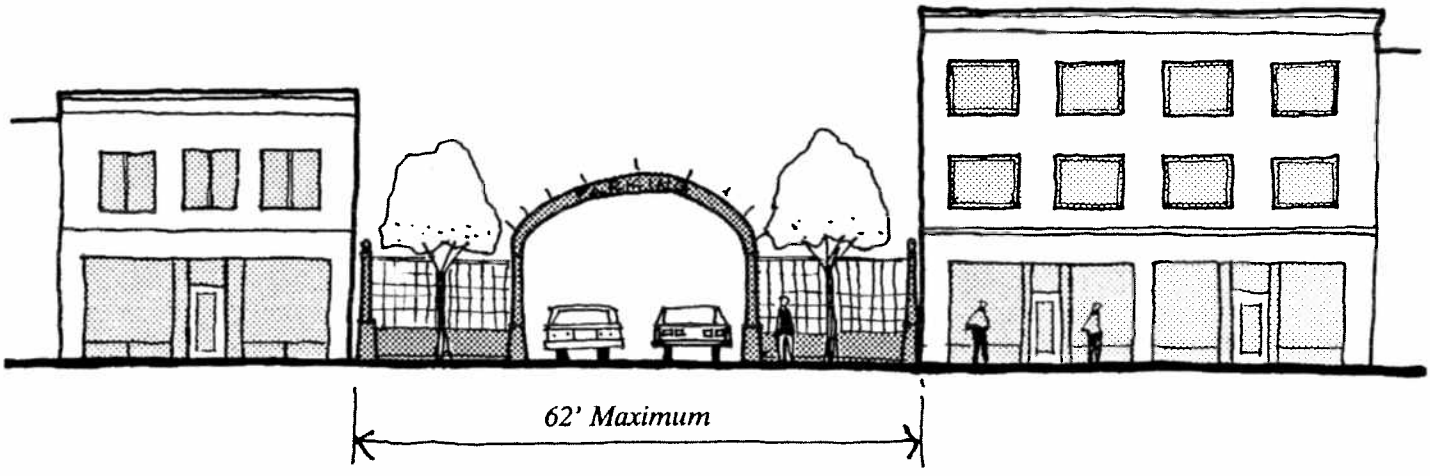


Parking should, in general, be located at the rear of buildings. In some cases, parking areas at the sides of buildings are acceptable, provided that the frontage of the parking area is no wider than approximately 62 feet.

■ Where a business requires accessory parking, this parking should be located at the rear of the building or at the side of a building. It should not be located at the front nor at the side when at a corner. When parking is located at the side of a building, it should be limited to a maximum width along the sidewalk of 62 feet (i.e., the width of a standard parking module).

Below, landscaping or architectural screens can reduce the visual impact of gaps in the streetwall along pedestrian streets.

ARCHITECTURAL SCREENING MAINTAINS STREETWALL



The set back at the driveway of this building on North Halsted Street increases pedestrian safety.

■ Parking should be screened with architectural walls, fencing or other design treatments that will maintain a sense of streetwall. At a minimum, parking must be landscaped in accordance with the Chicago Landscape Ordinance.

■ Parking lots for a single store are discouraged. Where feasible, parking should be shared and limited to one parking lot on each side of a block. Shared parking will maximize the benefits of land devoted to parking and minimize the visual impact of parking lots.

Angled parking on Springfield near 26th Street has been created to accommodate more customer parking in the Little Village shopping area.

■ The supply of on-street parking should be maintained and increased by creating angled parking spaces along side streets where sufficient right-of-way width permits. This opportunity only exists if there is no residential permit parking.

■ Owners and employees should park on adjacent streets rather than use metered parking spaces along the primary commercial street.

D. Streetscape: Paving, Lighting and Furnishings

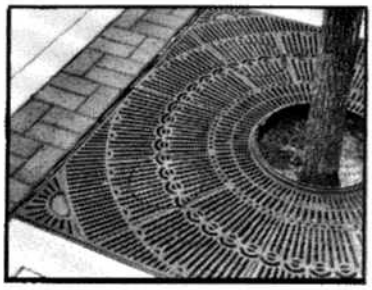
THE CITY OF CHICAGO INSTALLS AND MAINTAINS STANDARD paving, lighting, furnishings and landscaping along the public right-of-way. Merchants are encouraged to coordinate their efforts to plan, install and maintain a higher level of streetscape improvements to enhance the image of their retail districts.

PAVING, LIGHTING AND FURNISHINGS GUIDELINES

■ Where appropriate, streetscape amenities such as pedestrian-scaled lighting, special paving, benches, drinking fountains and banners, are encouraged.

Pedestrian-scaled light fixtures along Oak Street between Rush and Michigan Avenue. Wastebaskets are attached to the light fixtures in order to eliminate clutter on the sidewalk.

Benches, trees, and special sidewalk paving near the six-corner intersection of Milwaukee, Irving and Cicero make this shopping area distinctive and attractive.



Decorative paving and tree grates on North State Street distinguish pedestrian pathways from areas reserved for trees.

■ The design of streetscape amenities should be coordinated and consistent along the street for a minimum of one block.

■ Amenities should not impede pedestrian circulation. A minimum clear walkway of 6 feet should be provided on all sidewalks.

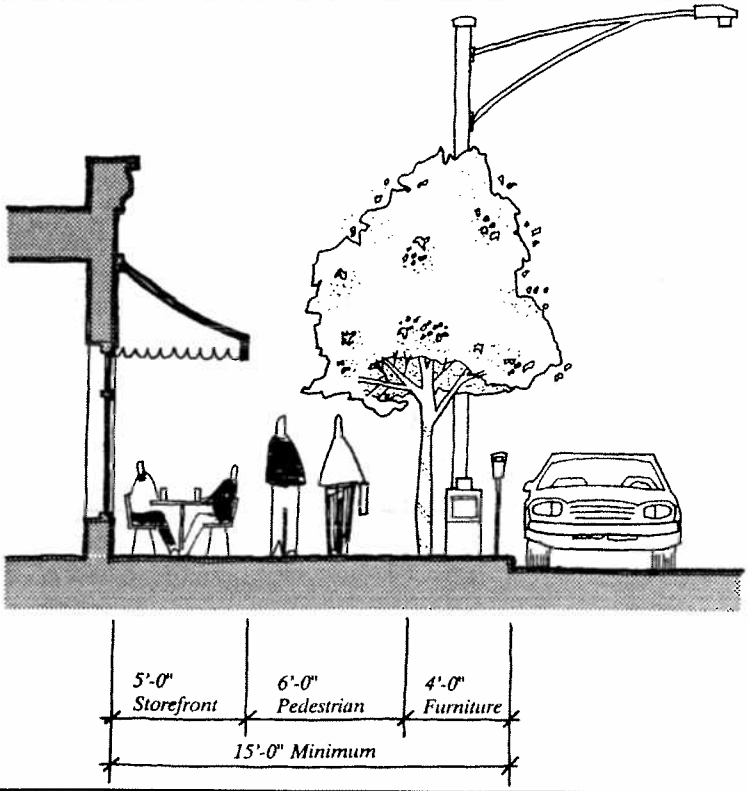
■ Where the sidewalk width is 15 feet or greater, sidewalk cafes and merchandising are encouraged. However, these improvements should not overwhelm the sidewalk nor impede pedestrian traffic.

■ News boxes should be located at corners and grouped together to minimize clutter along the sidewalk.

■ Where feasible, news boxes should be attached to each other rather than chained to light or sign poles.

■ Pavers, such as brick, stone or pre-cast concrete, are encouraged to upgrade sidewalk appearance. Property owners who install special sidewalk treatments will be responsible for maintenance.

WIDE SIDEWALKS ACCOMMODATE MERCHANDISING AND CAFES



A minimum six-foot wide "clear zone" is required to accommodate pedestrians along all city sidewalks.

E. Landscaping

THE CITY OF CHICAGO LANDSCAPE ORDINANCE DEFINES standards for landscaping along commercial streets. Merchants are encouraged to meet or exceed these standards for landscaping and landscape maintenance.

LANDSCAPING GUIDELINES

- New development must include parkway trees along sidewalks in accordance with the Chicago Landscape Ordinance. Existing businesses are also encouraged to follow the standards of the Landscape Ordinance.

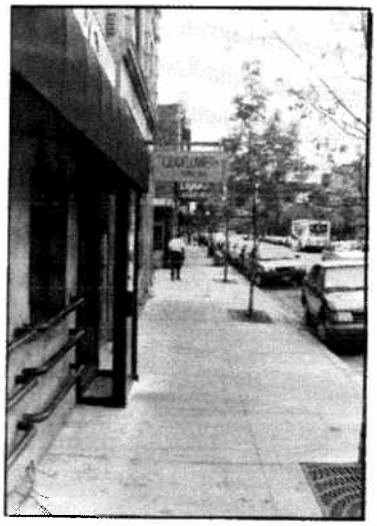
- There should be one tree per 25 feet of frontage; trees should be no closer together than 20 feet on center. The location of trees should be planned to accommodate openings for viewing store entrances and signs.

- On narrow sidewalks, trees should be planted in tree pits with cast iron tree grates flush with the sidewalk.

ALTERNATIVE SPACING OF STREET TREES TO INCREASE STOREFRONT VISIBILITY

The top illustration shows the standard placement of street trees at 25-foot intervals; the bottom sketch shows how the trees could be rearranged to better accommodate store entrances.

The densely planted hedge within the five-foot setback of this parking lot on North Halsted Street provides effective screening of parked automobiles.



Newly planted trees along Taylor Street in Little Italy make a big difference in terms of the street's appearance and attractiveness.

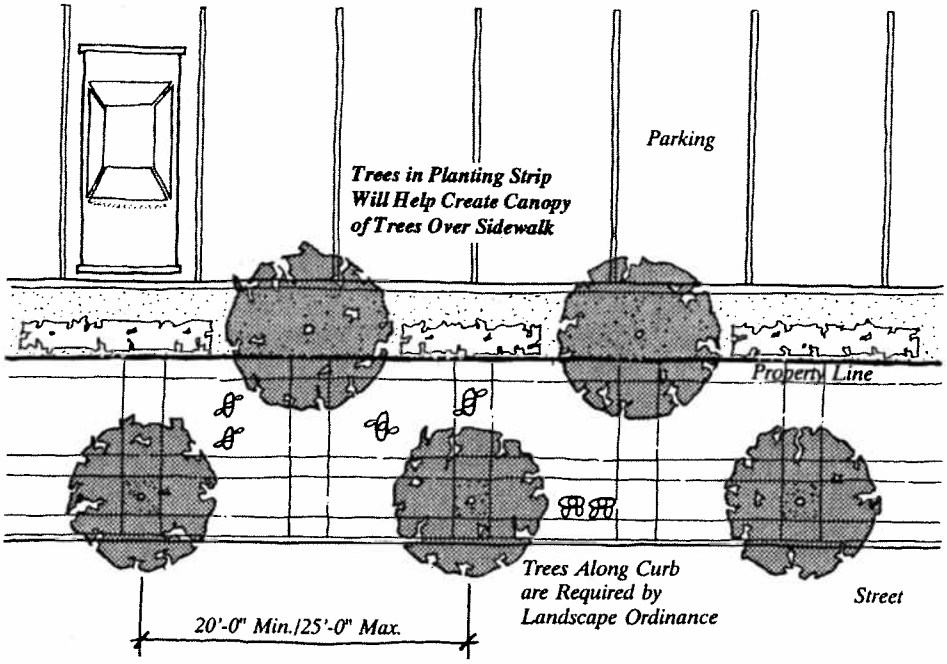
- New parking lots adjacent to sidewalks must be screened with landscaping as required by the Chicago Landscape Ordinance. Owners of existing parking lots are encouraged to follow the standards of this ordinance.

- Planting of an additional row of trees in the landscaped setback along the perimeter of parking lots is encouraged.

- Seasonal flowers and evergreen shrubs in raised planters are encouraged where sufficient sidewalk space exists.

- Columnar trees with light foliage, such as ginkgo or honey locust, are recommended to minimize the visual obstruction of storefronts.

TREES IN PLANTING STRIP COMBINED WITH STREET TREES TO CREATE A CANOPY OVER SIDEWALK

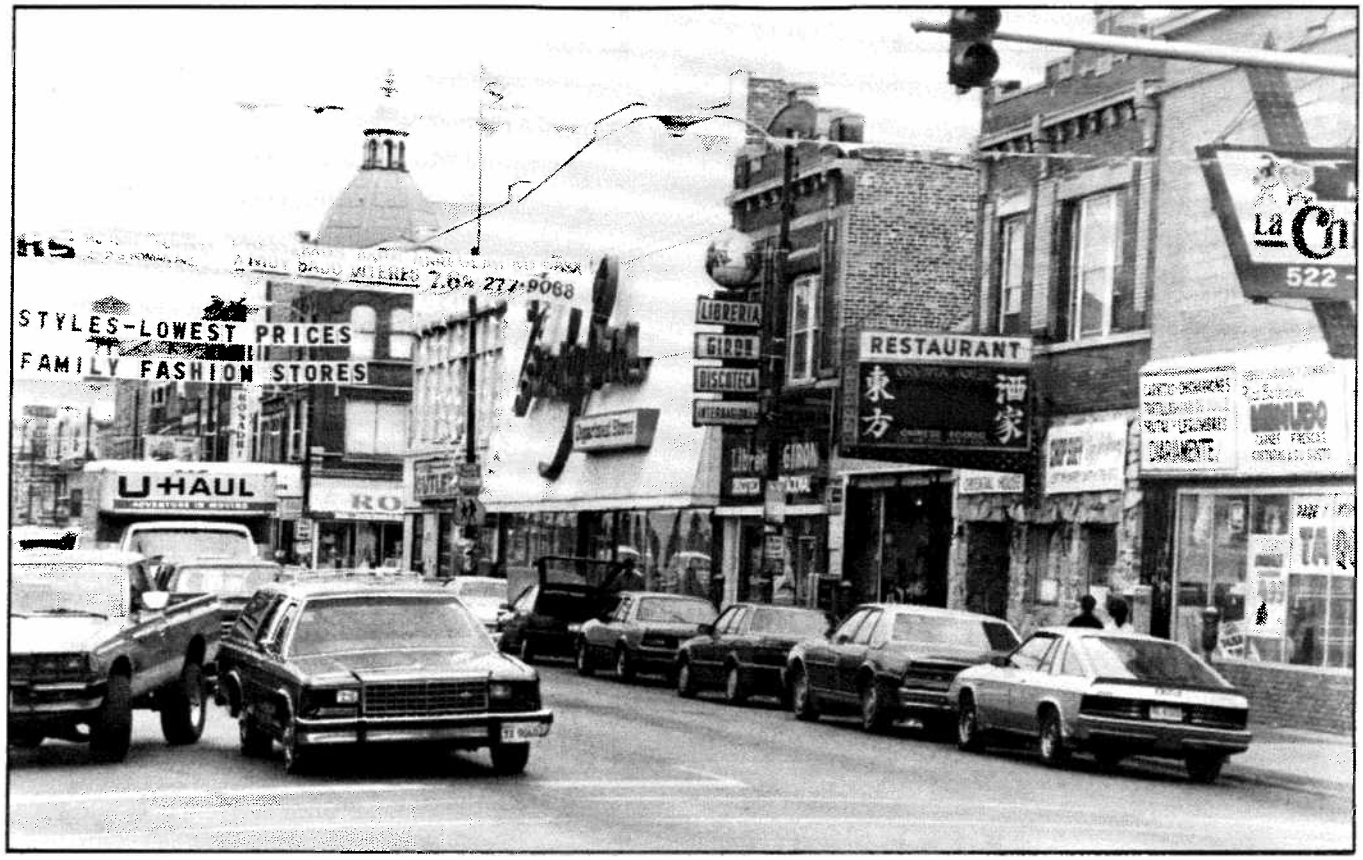


A tree "canopy" is created by planting two, staggered rows of trees along wide sidewalks.

Trees with a light foliage, such as these ginkos on West Illinois Street in the River North District, do not obscure retail storefronts or business signs.

F. Signs

SIGNS PLAY AN IMPORTANT AND OBVIOUS ROLE IN ESTABLISHING the visibility of individual businesses. Viewed together, signs affect the image and character of a commercial district. The goal of sign guidelines is to minimize visual clutter and enhance the visual and spatial characteristics of the street.



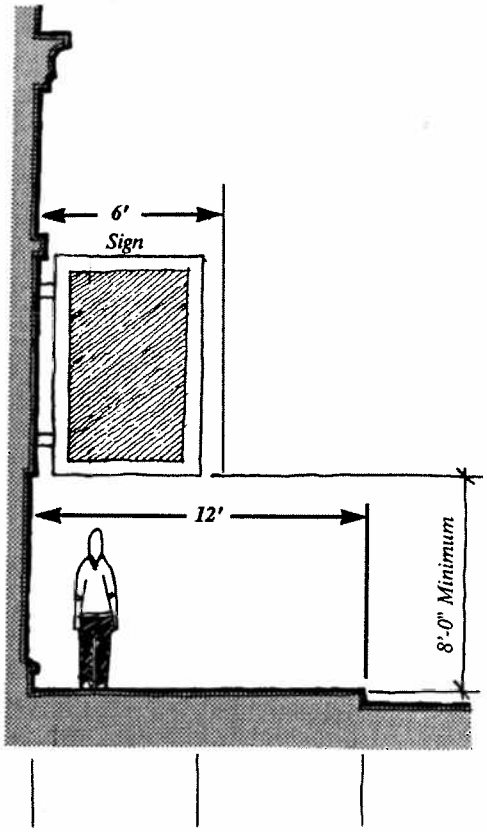
Twenty-sixth Street in the Little Village neighborhood is a busy retail strip where business signs compete with each other for the attention of motorists.

SIGNAGE GUIDELINES

■ Business signs should not be placed above the cornice line of commercial buildings.

■ Billboards should not be placed on rooftops or in vacant lots, and they should not be located within 250 feet of properties zoned for residential use.

EXTENSION OF SIGNAGE FROM BUILDING FACE



Signs should not project out more than 50 percent of the distance from the face of the building to the curb.

■ Signs placed over the sidewalk should extend no farther than 50% of the distance from the face of the building to the curb.

■ The scale of signs should be in proportion to the building's frontage. Even where a business has a large frontage, the design of signs should be geared to the pedestrian traffic common to these streets. Generally, the size should be limited to no more than 1 or 2 square feet of signage for every linear foot of building frontage.

■ Signs should not obscure architectural details, windows, cornices or other important architectural features of commercial buildings ❖

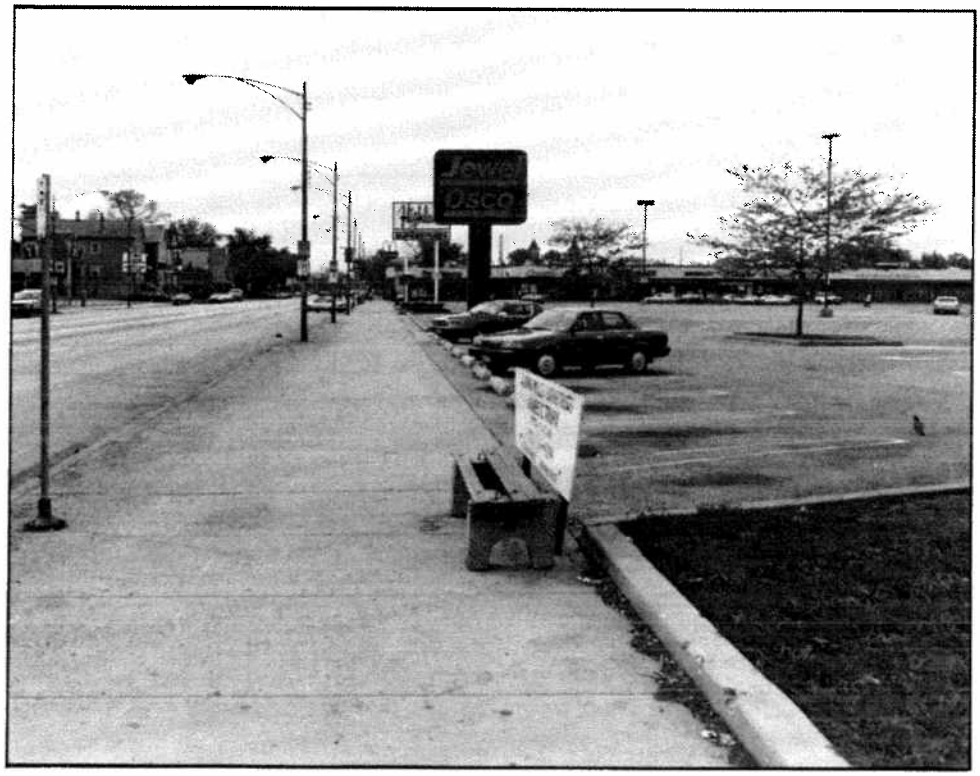
Chapter Three

Automobile-Dominated Commercial Streets

General Characteristics

AUTOMOBILE-DOMINATED STREETS ARE CHARACTERIZED by wide rights-of-way, high traffic volumes, buildings set back from the street, surface parking lots and numerous curb cuts along the sidewalk. Portions of Stony Island, Western, Ashland and Cicero Avenues are auto-dominated commercial strips. Often these streets present large gaps between buildings and between the sidewalks and the stores, and the design of these streets is intended to efficiently move cars.

The goal of these design guidelines is to create a convenient, safe and attractive commercial environment which accommodates large volumes of automobile traffic on auto-dominated streets.



Many of the large, surface parking lots along North Western Avenue lack the landscaping, screening, and trees necessary to improve the appearance of the streetscape.

A. Land Use

THE KEY OBJECTIVES OF THE LAND-USE GUIDELINES FOR automobile-dominated streets are to encourage a mix of commercial and complementary land uses and to prevent disruption of neighboring residential areas. These streets should operate efficiently and safely while handling large volumes of vehicular traffic.

LAND-USE GUIDELINES

- Appropriate land uses include commercial uses and businesses that generate large volumes of traffic such as grocery, clothing, and electronics stores; automobile sales and service facilities such as gas stations, sales lots, oil change and muffler repair shops, and car wash and general maintenance facilities; fast-food and drive-through restaurants; and convenience stores.

- Existing neighborhood-oriented commercial uses, such as dry cleaners, drug stores and food markets, should be maintained where economically feasible.

- Institutional uses, such as hospitals, schools and libraries, that offer the potential for shared parking and provide architectural identity to the street, are appropriate complementary land uses. Such uses should be planned to ensure that they do not compromise the function or attractiveness of surrounding businesses.

B. Site Planning and Building Design

THE KEY OBJECTIVE OF SITE PLANNING AND BUILDING DESIGN guidelines is the achievement of an attractive street environment.

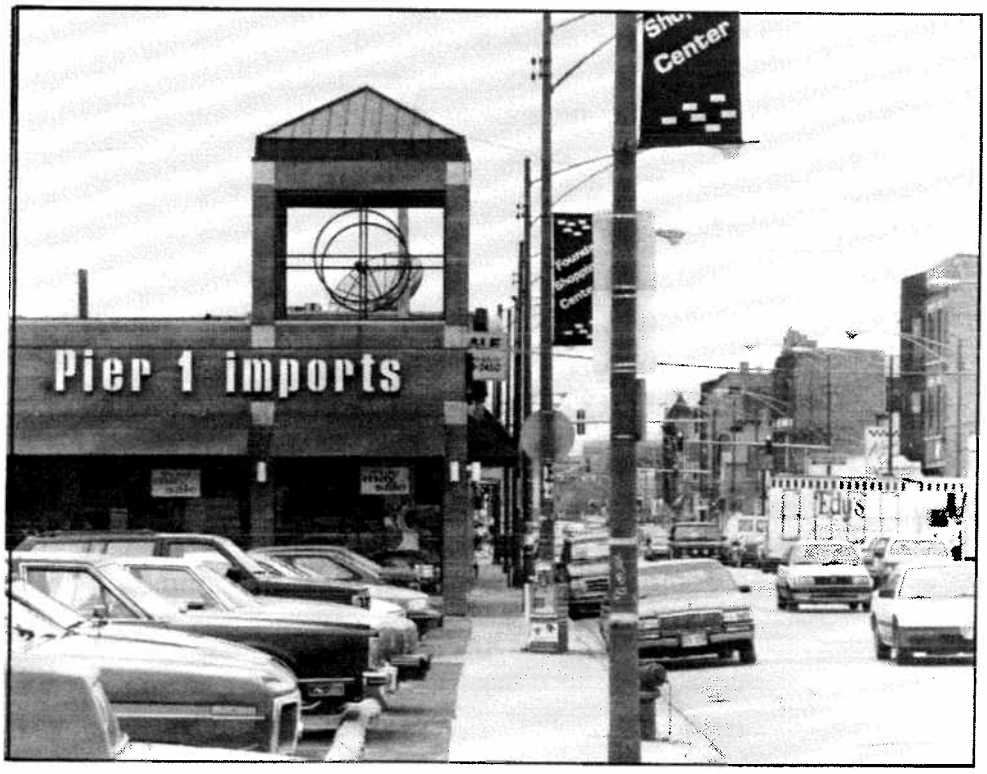
SITE PLANNING AND BUILDING DESIGN GUIDELINES

■ Curb cuts and vehicular entrances should be minimized. Building owners are encouraged to share access points to their parking lots.

■ Developments separated from residential areas by an alley or street should have service areas, loading docks, trash compactors, dumpsters and storage areas well-screened from view or located within the building.

■ Main vehicular entrances to large commercial developments should be defined with a gateway created by landscaping or architectural elements that complement the design of the development and add visual interest to the street.

■ Large-scale developments should allow for smaller, out-parcel development (i.e., development away from the principal building) adjacent to the street, particularly at corners, so that some street wall is maintained.



Architectural features of new commercial development along Clybourn Avenue add interest to the street.

C. Transportation

The guidelines encourage commercial development that is easily accessible to automobiles, minimizes traffic congestion on surrounding residential streets and ensures pedestrian safety.

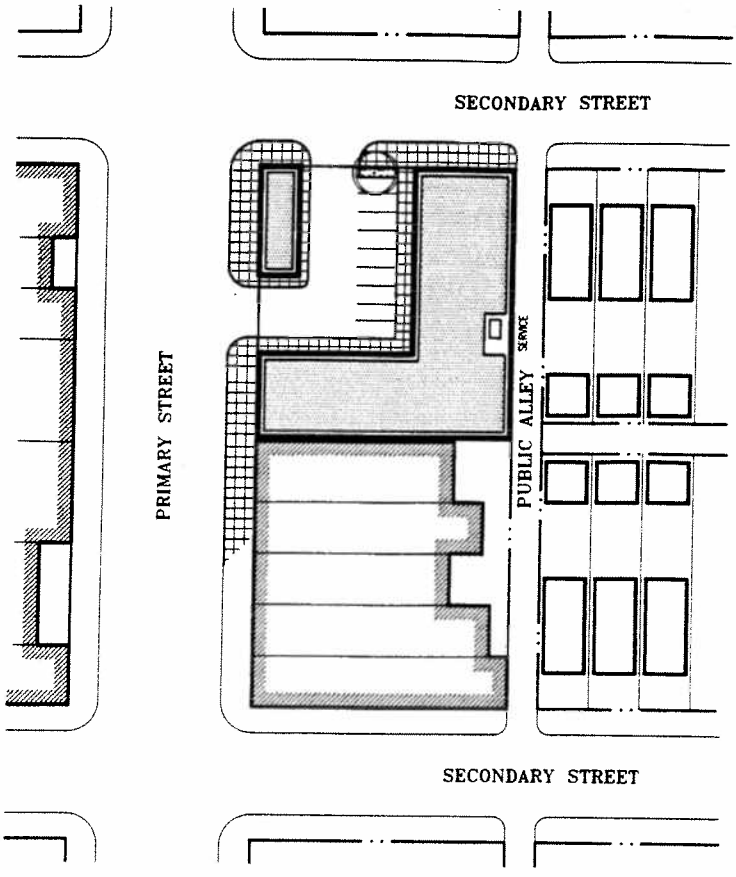
TRANSPORTATION GUIDELINES

■ Vehicular entrances and exits should be planned for the location of intersections and traffic signals and in anticipation of the volume and direction of traffic flow. Driveways should be located to minimize traffic on nearby residential streets.

■ Parking lot entries should be clearly marked.

■ The sidewalks that are internal to new retail or commercial development should connect to the sidewalks on adjacent streets even when these walks are separated by large, surface parking lots.

Sidewalks along the street should connect to the shopping center arcade.



A free-standing building built out to the street within a larger shopping center helps maintain the streetwall. This drawing shows an example of out-parcel development.

- Driveways and drive-through lanes should provide for adequate queuing space without cars backing up into street.

- Commercial developments should provide a direct and safe pedestrian path along the sidewalk or through the parking lot to nearby bus stops.

- Out-parcel development is encouraged near intersections and entranceways in order to maintain some limited relationship between buildings and the street and to increase pedestrian visibility and safety.

D. Streetscape: Lighting, Furnishings, Landscaping and Signs

LANDSCAPING, LIGHTING, SIGNS, AND SIDEWALKS AND PARKWAYS can play an important role in strengthening the street's character.

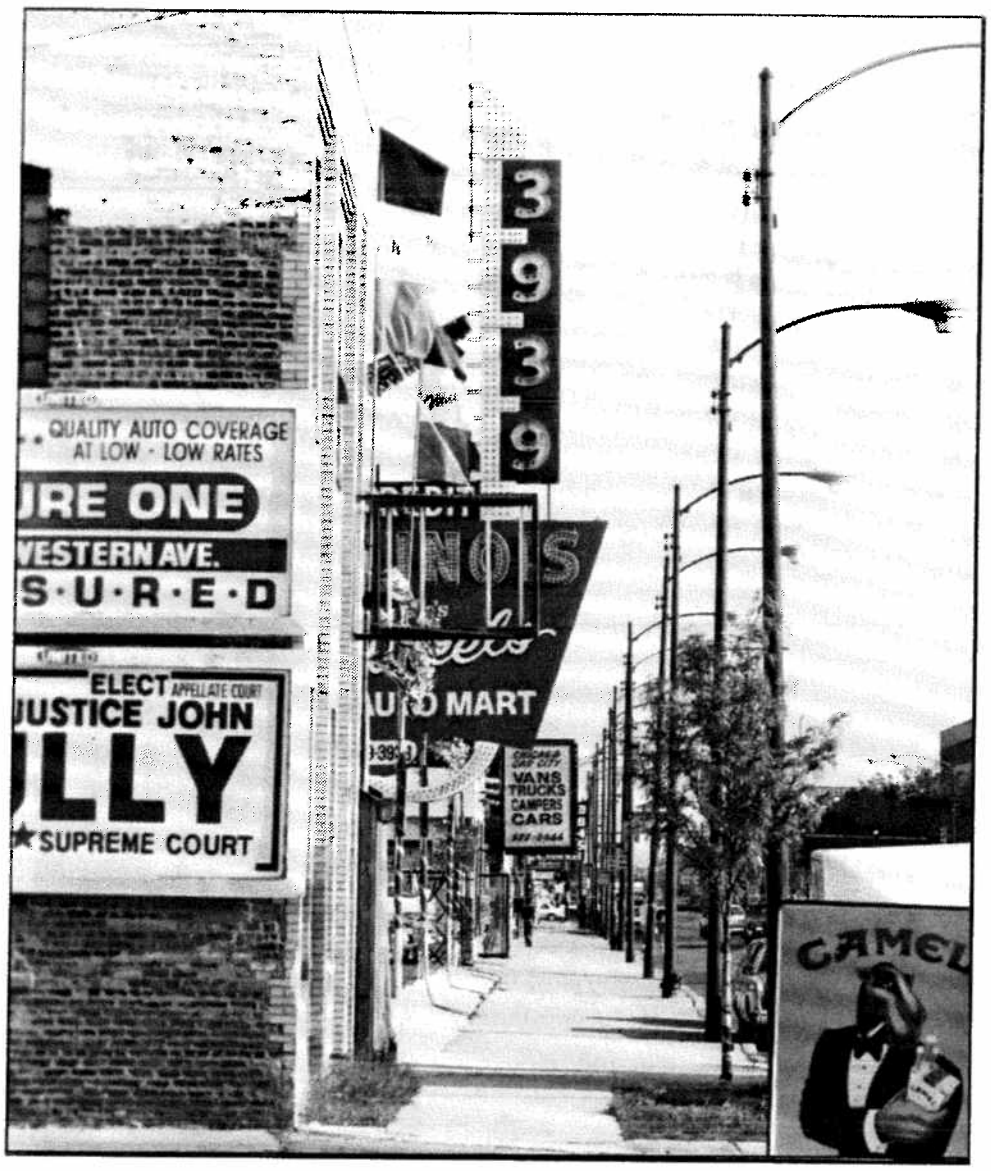
LIGHTING, FURNISHINGS, LANDSCAPING AND SIGN GUIDELINES

- Parking lot lighting should minimize glare and should be directed away from residential areas.

- Business signs, particularly tall signs intended for viewing from automobiles, should be placed along the property line to define the edge of the public right-of-way and to reinforce its spatial boundaries.

- Business signs should not obscure the architectural features of buildings.

- Billboards should be strictly limited so as not to



Signs placed on or projecting over the public right-of-way can obstruct the sidewalk and reduce sight lines for vehicles entering or exiting retail centers.

compete with business signs; billboards should not be located in shopping center parking lots.

■ Seasonal flowers, shrubs, and shade trees should be planted within parkways where sufficient space exists.

■ Columnar trees with light foliage, such as ginkgo or honey locust, which minimize visual obstruction of storefronts, are recommended.

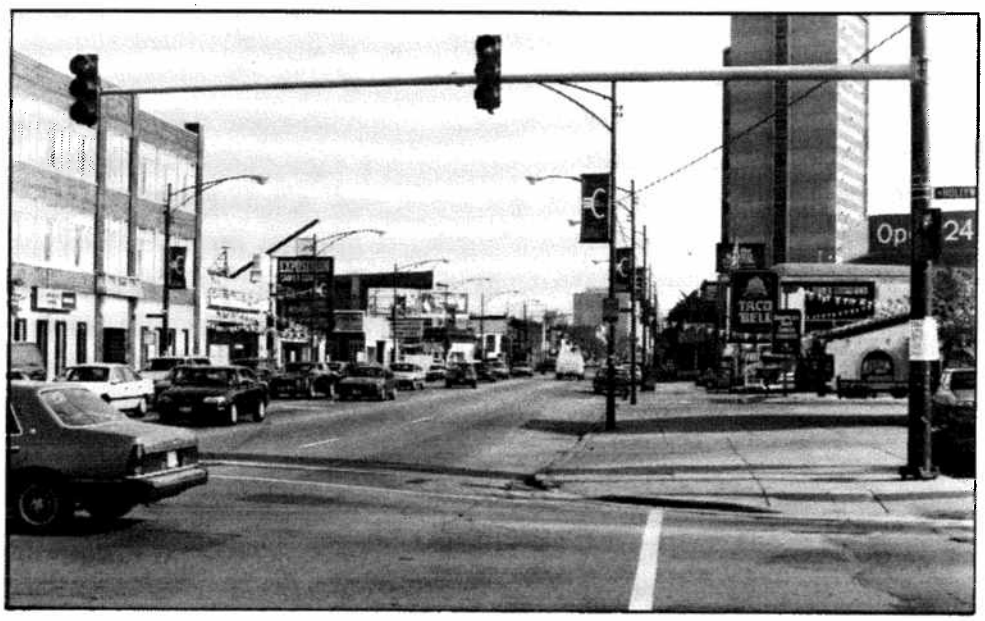
■ Parking lots should be screened with landscaping and/or fencing as required by the Chicago Landscape Ordinance. Trees should be used to provide shade and visual relief in large areas of asphalt.

Chapter Four

Transitional Streets

General Characteristics

Transitional streets share characteristics of both pedestrian-oriented and automobile-dominated commercial streets. Transitional streets have a mix of small retail establishments serving the neighborhood and larger stores serving a regional market. These streets have high volumes of both pedestrian and automobile traffic.



North Broadway in the Uptown area is a good example of a transitional street that shares characteristics of both pedestrian-oriented and automobile-dominated streets.

Transitional streets have a mix of buildings and parking lots located next to the sidewalk, as well as buildings set back from the sidewalk with parking lots in front. Generally, 50% to 75% of the streetwall remains intact. The architectural character is frequently a mix of older, multi-story commercial buildings located next to new, single-story retail and fast-food outlets.

Transitional streets include portions of Broadway, 95th Street, and numerous other mile and half-mile streets throughout the city. They all show signs of a changing retail market. New retailers along these streets most often construct low-scale buildings with on-site parking.

The primary challenge presented by transitional streets is to balance

the demands of retailers with the City's interest in maintaining attractive and pedestrian-friendly streetscapes.

Urban design guidelines for transitional streets encourage commercial development which respects the scale and character of older buildings and the pedestrian environment. The principal objective is to permit modern building types while maintaining pedestrian amenities. These amenities include landscaped parkways, well-maintained sidewalks and good connections between the sidewalks and storefronts.

A. Land Use

Land use guidelines for transitional streets encourage active ground-floor stores or businesses, serving both walking and driving customers, and the redevelopment of underused land and buildings for a variety of commercial uses.

LAND USE GUIDELINES

- Neighborhood-oriented, small-scale retail uses should be maintained.

- Vacant and underused commercial buildings should be rehabilitated for commercial use where economically feasible.

Large parking lots with numerous curb cuts and no landscaping do little to enhance the appearance or safety of North Broadway.

■ Vacant land should be redeveloped with a mix of small-scale, neighborhood-oriented retail and larger, destination retail uses.

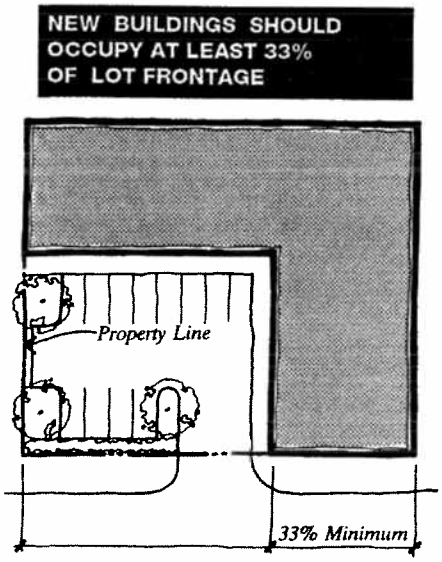
■ Parking should not be overbuilt and should be designed to serve the customers of the principal business or commercial use.

■ Libraries, health clinics, community centers and similar institutions that serve the needs of the adjacent neighborhood are appropriate land uses.

■ Automobile-oriented facilities, such as car sales and rental lots, drive-through businesses and car-washes, and maintenance facilities may be inappropriate and should be subject to site plan and other zoning reviews.

B. Site Planning and Building Design

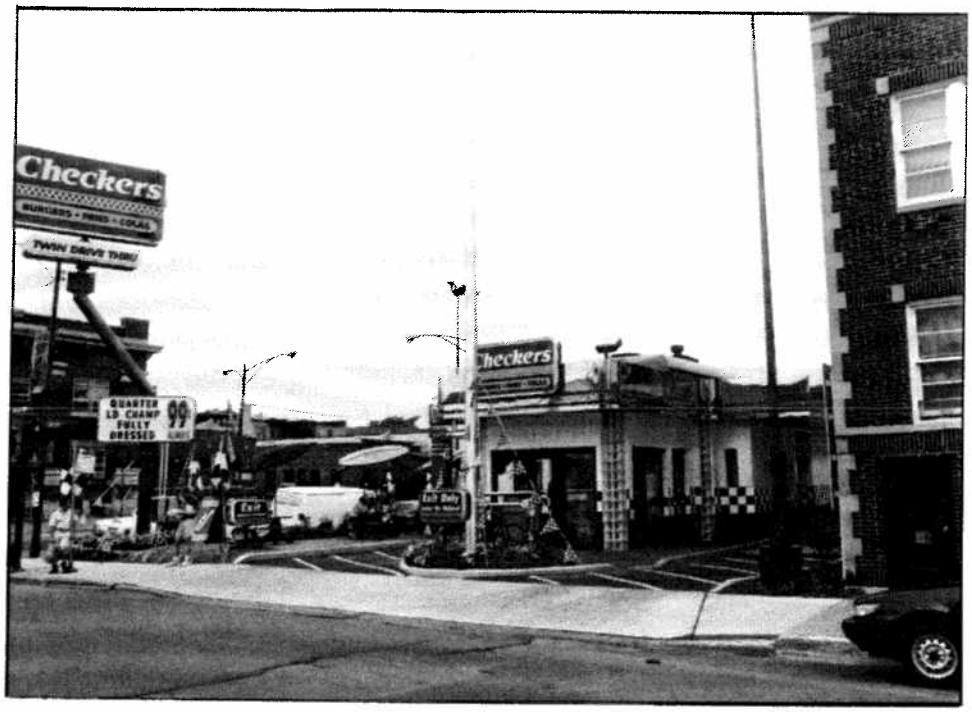
THE OBJECTIVES OF THE SITE PLANNING AND BUILDING design guidelines are to maintain and strengthen the street's architectural character and to minimize physical and visual interruptions to retail activity along the street.



SITE PLANNING GUIDELINES

■ New buildings should respect the architectural character of surrounding buildings and the streetwall they define. Where feasible, buildings should be sited so that 33% or more of the property frontage is occupied by buildings constructed on the lot line.

■ New buildings on corner lots should be located on the property lines along both the principal commercial street and the secondary street.



Automobile-related businesses such as this fast-food restaurant seem out of place where the surrounding buildings maintain a streetwall and avoid curb cuts.

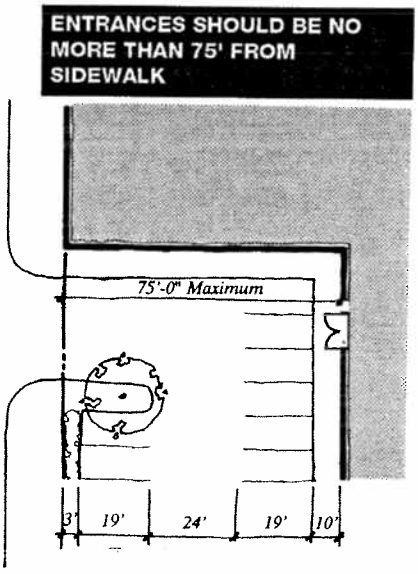
- Wherever possible, main store entrances should be located at the property line along the principal commercial street; secondary entrances may be located adjacent to parking.

- Where store entries cannot be located at the property line along the primary commercial street, such entries should be sited no more than 70 to 75 feet from the sidewalk.

- Where commercial development is set back from the principal commercial street by parking, a walkway should provide a direct link between the principal sidewalk and storefront entrances.

- Gas stations that include convenience retail should locate the retail portion of the development at the corner or along the sidewalk of the principal commercial street to maintain some continuity of businesses along the street.

- Service, trash and storage areas should be located within the building, where possible, or at the rear of the lot.



Buildings should have clear glass windows on the first floor that allow views into the building interior from the sidewalk and street.

BUILDING DESIGN GUIDELINES

- Renovation of existing buildings is encouraged where economically feasible.

- New buildings should be consistent in height with the surrounding commercial buildings.

- New and renovated buildings should respect the architectural character of surrounding buildings.

- Buildings should have clear glass windows on the first floor that allow views into the building interior from the street and sidewalk.

- Windowless walls facing the commercial streets should be treated architecturally or with plantings to add visual interest and character to the street.

- Buildings should be constructed of durable and easily maintained materials consistent with older commercial buildings in the neighborhood.

C. Transportation

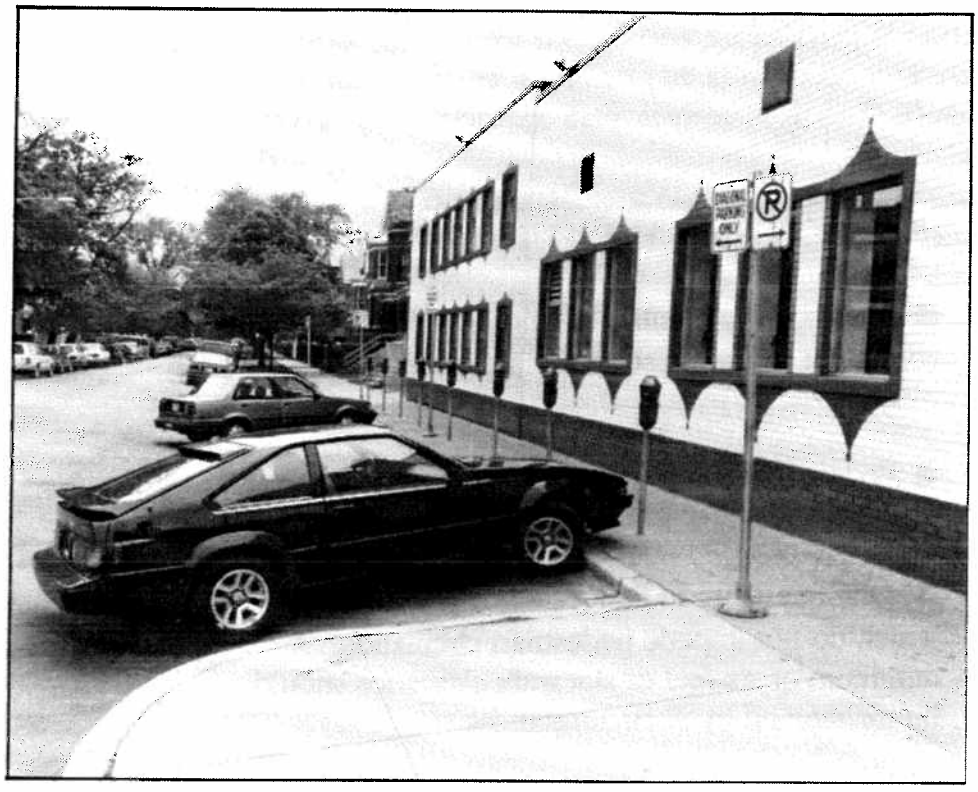
TRANSITIONAL STREETS SHOULD PROVIDE CONVENIENT automobile access, adequate levels of parking and attractive pedestrian links between public transportation and commercial developments.

TRANSPORTATION GUIDELINES

- Businesses are encouraged to develop shared parking lots in order to maximize the use of land devoted to parking and to minimize the visual impacts of parking lots.

- Parking should not be located at the front property line of corner properties.

- In high-density neighborhoods, developments with ground-floor retail and parking above are encouraged.



Angled parking on side streets can be used to increase the supply of parking spaces where the right-of-way width permits.

- The supply of on-street parking should be maintained and increased by creating angled parking spaces on side streets where sufficient right-of-way width permits.

- Parking lots should be screened from the street and sidewalk with landscaping, walls or fencing in accordance with the City of Chicago Landscape Ordinance.

- Driveways should be located away from corners of buildings to increase pedestrian visibility and safety.

- Sidewalks and arcades along the front of shopping centers and malls should connect to the sidewalk on adjacent streets.

D. Streetscape: Paving, Lighting and Furnishings

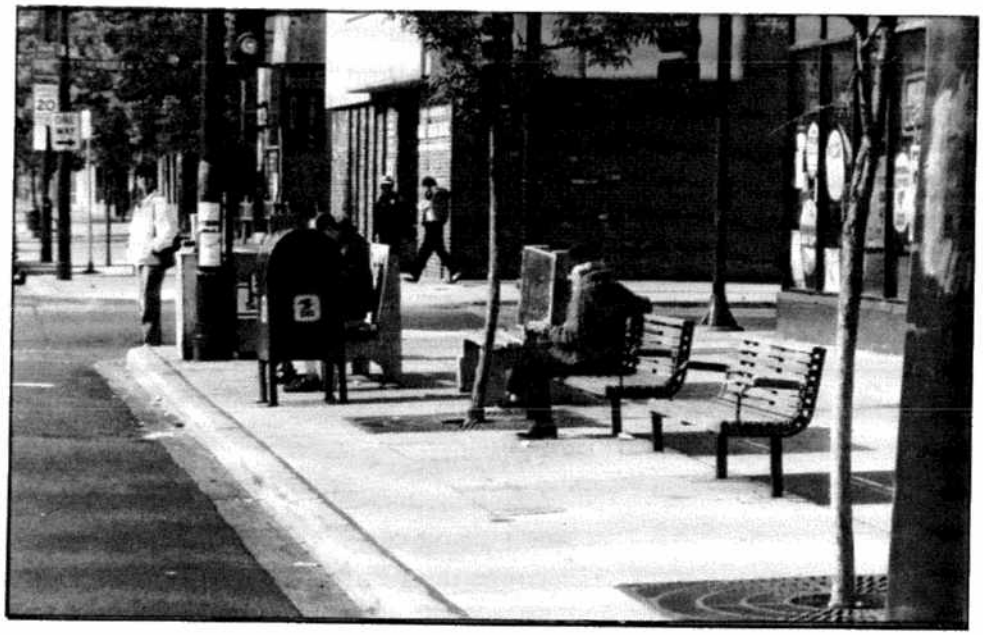
THE CITY OF CHICAGO INSTALLS AND MAINTAINS STANDARD paving, lighting, furnishings and landscaping along commercial streets. Merchants are encouraged to organize their efforts to plan, install and maintain higher quality streetscape improvements to enhance the image of their retail districts.

PAVING, LIGHTING AND FURNISHINGS GUIDELINES

- Streetscape amenities should be coordinated and consistent along the street for a minimum of one block.

- Pedestrian-scaled street lighting, benches, drinking fountains and banners are encouraged.

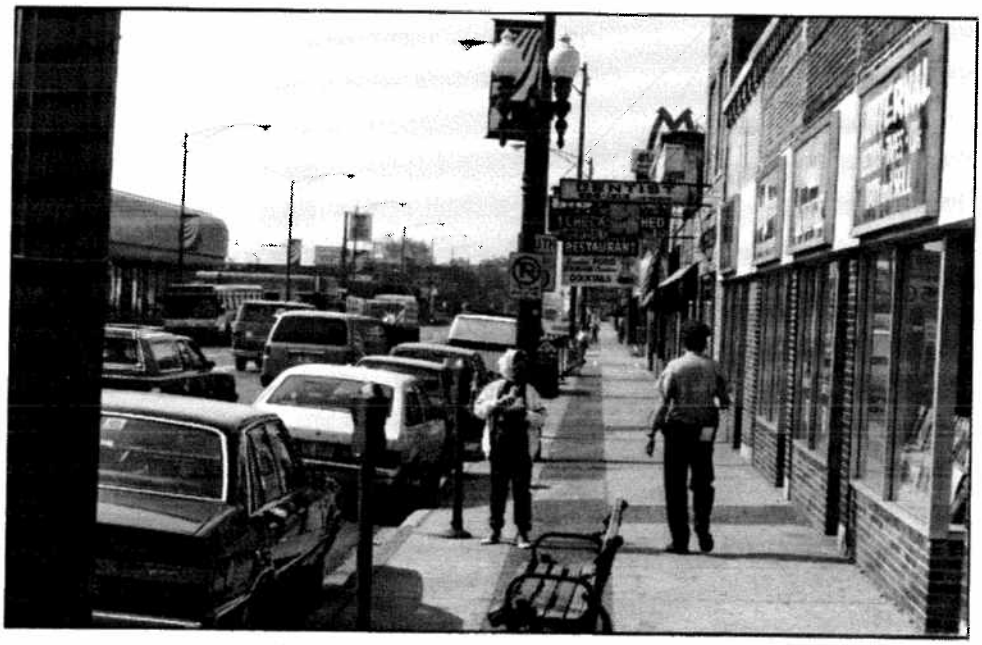
- Amenities should be located in defined zones which do not impede pedestrian circulation. A minimum of six feet of sidewalk clearance should be maintained in all circumstances.



If the sidewalk width permits, benches can be added to give shoppers a spot to rest and relax.

■ Upgrading the appearance of sidewalks with pavers such as brick, stone or pre-cast concrete is encouraged. Private property owners are responsible for installing and maintaining any special sidewalk treatments.

■ Where the sidewalk width is 15 feet or greater, the use of sidewalk space for outdoor cafes and the display of merchandise is encouraged. However, these improvements should not overwhelm the sidewalk nor impede pedestrian traffic.



The old street lamps, improved sidewalks, and flat business signs along this stretch of North Cicero Avenue give the area a pedestrian character.

■ News boxes should be located at corners and grouped together to minimize clutter along the sidewalk.

■ Where feasible, news boxes should be attached to each other rather than chained to utility poles.

E. Landscaping

THE CITY OF CHICAGO LANDSCAPE ORDINANCE PROVIDES minimum standards for landscaping along commercial streets. Merchants are encouraged to organize their efforts to exceed the basic City requirements for installing and maintaining quality landscaping along commercial streets.

LANDSCAPING GUIDELINES

■ New development must include trees along sidewalks in accordance with the Chicago Landscape Ordinance. Existing businesses also are encouraged to follow provisions of the Landscape Ordinance.

■ There should be one tree per 25 feet of frontage; trees should be spaced no closer together than 20 feet on center. The location of trees should be planned to allow views of store entrances and signs.

Before the adoption of the Chicago Landscape Ordinance, parking lots were built without shade trees, landscaping, landscaped screens, or other amenities.

This parking lot along Ohio Street in the River North District provides screening with both densely planted hedges and a wrought-iron fence.

- On narrow sidewalks, trees should be planted in tree pits with cast iron tree grates flush with the sidewalk.

- New parking lots adjacent to sidewalks must be screened with landscaping and fencing in accordance with the Chicago Landscape Ordinance. Owners of existing parking lots are also encouraged to follow provisions of the ordinance.

- The planting of an additional row of trees in the landscaped setback along the perimeter of parking lots is encouraged.

- Seasonal flowers and evergreen shrubs in raised planters are encouraged where sufficient sidewalk space exists.

- Columnar trees or trees with light foliage, such as ginkgo or honey locust, are recommended to minimize visual obstruction of storefronts.

F. Signs

THE UNCONTROLLED PLACEMENT AND DESIGN OF SIGNS CAN result in a visually confusing and cluttered street environment, particularly where signs are used to attract both automobile and pedestrian traffic. The design objective should be to strengthen the image of a retail district through some basic limits on the size, placement, height, and other features of signs.

The sizes and locations of signs for this shopping center on Clybourn Avenue are designed for visibility by both pedestrian and vehicular traffic.

SIGN GUIDELINES

These outdoor advertising signs on North Broadway compete with nearby business signs for the attention of motorists and pedestrians.

- Business signs should be oriented for viewing by both pedestrians and automobile traffic.

- Business signs should not obscure the architectural character of buildings.

- Business signs should not be placed above the cornice line of multi-story buildings.

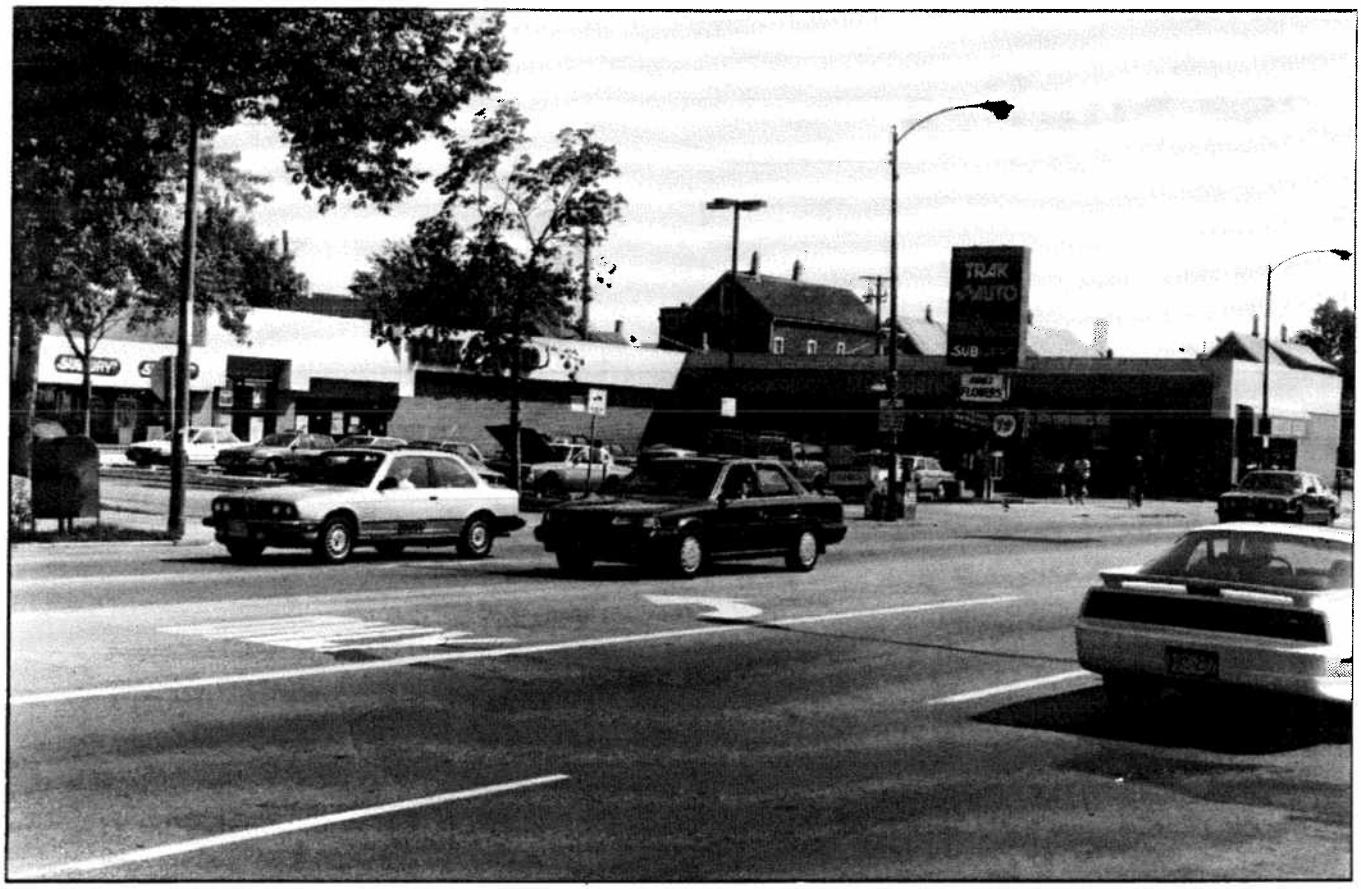
- Where buildings are set back from the right-of-way, signage should incorporate architectural elements of the commercial development and be placed close to the property line.

- Free-standing signs may vary in height from 20 to 30 feet.

- Billboards and outdoor advertising should be strictly limited so as not to obstruct or compete with business signs. No advertising sign should be located within 250 feet of properties zoned for residential use. ❖

Case Studies

Appendix I



Mini-Mall

Mini-Malls are small, neighborhood retail developments with two or more shops or businesses such as take-out restaurants, liquor stores, convenience food stores, or dry cleaners. These developments usually range in size from 3,000 to 10,000 square feet of leasable space and are located on parcels ranging in size from 10 to 20 thousand square feet.

Mini-malls are often located on corner lots, where they may diminish the continuity of a building streetwall on two frontages.

The shops and businesses in the mini-mall are dependent on convenient access by customers arriving by car. Therefore, the typical mini-mall is set back from the primary commercial street to allow for convenient parking in front of the building.

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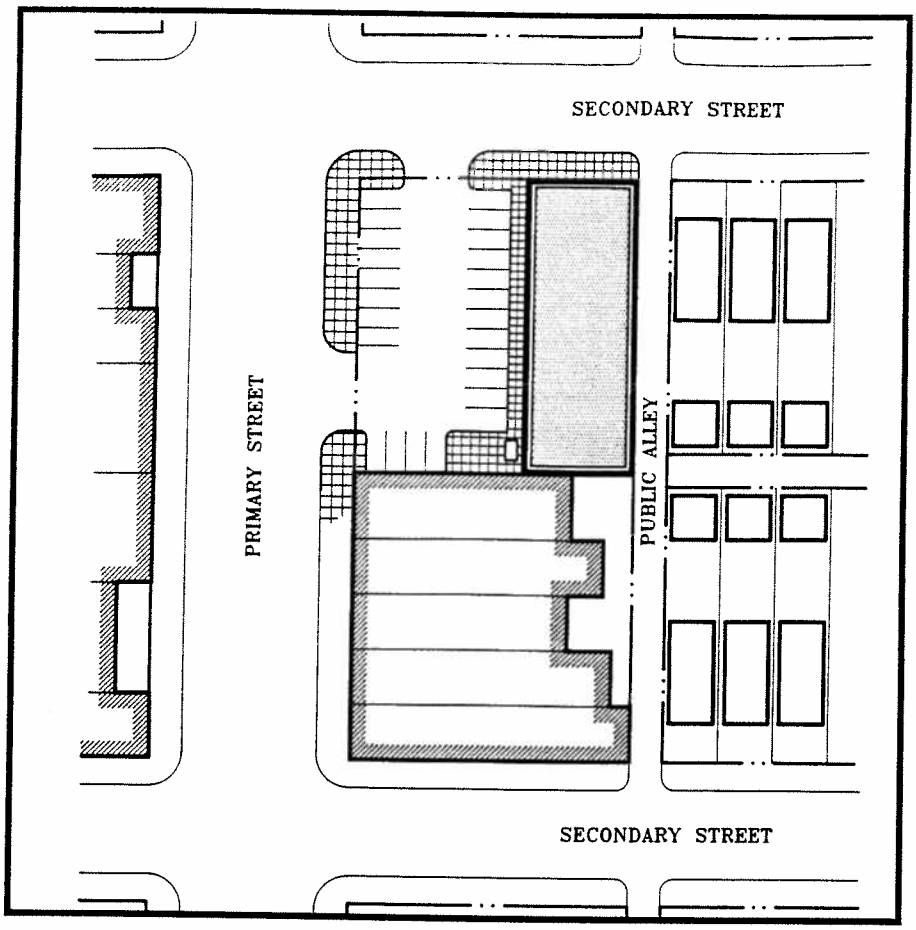


Typical Mini Mall

■ Building setback and parking lot without screening or landscaping interrupt streetwall and reduce visual quality of street.

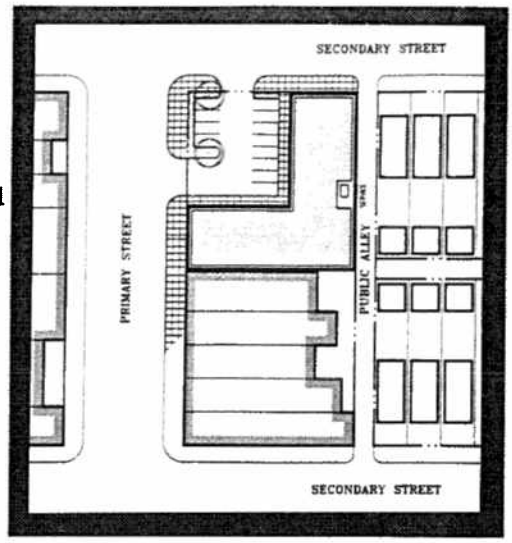
■ Building design frequently is not in context with surrounding commercial buildings.

■ Over-sized curb cuts interrupt sidewalk and reduce pedestrian safety.

■ Dumpster is frequently unscreened and located within view of sidewalk.

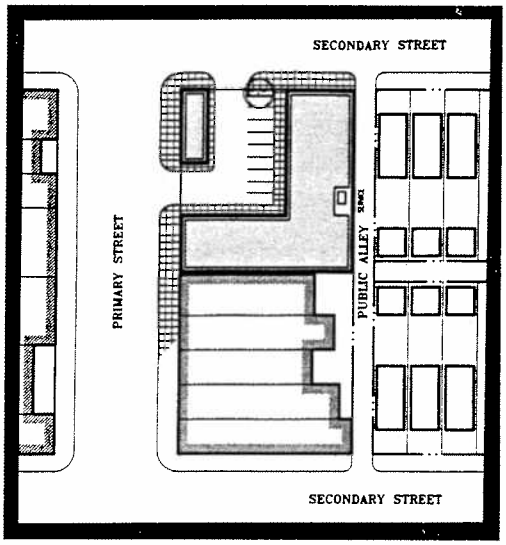
Improved Site Plan #1

- Appropriate for auto-dominated streets.
- "L" configuration reinforces streetwall and increases retail activity and security of pedestrians along sidewalk. "L" configuration allows direct connection between public sidewalk and sidewalk along storefront.



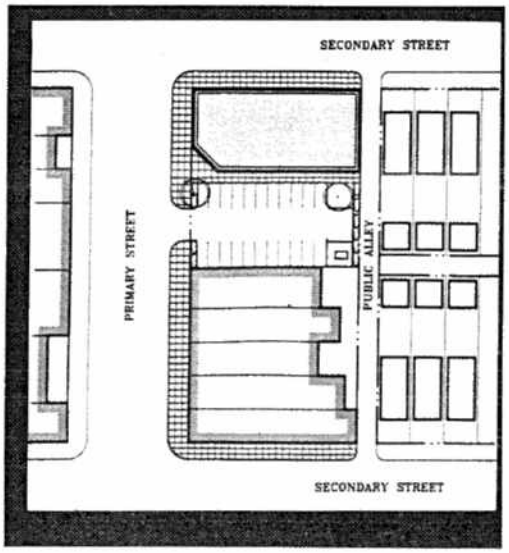
Improved Site Plan #2

- Appropriate for pedestrian-oriented and transitional streets.
- Small out-parcel building maintains streetwall, spatial character of the intersection, increased retail activity and security of pedestrians along the sidewalk.
- Landscaped screening. Sidewalk connection.
- Dumpster location behind, screened by building.



Improved Site Plan #3

- Appropriate for pedestrian-oriented and transitional streets.
- Building at corner maintains streetwall and spatial character of intersection and increases retail activity and pedestrian security along the sidewalk.
- Store entrance located along primary street reinforces retail character of sidewalk.
- Landscaped screening. Dumpster location at back of the lot.



Neighborhood Shopping Center

Neighborhood shopping centers serve a neighborhood rather than a regional or community-wide market. These developments range in size from 30,000 to 65,000 square feet of leasable area.

Neighborhood shopping centers usually have a consistent architectural design and are planned, owned, and managed as one entity. The neighborhood shopping center usually has an anchor tenant such as a drug store, grocery store, or variety store rather than a major department store which is typical of regional or community-wide centers.

The shopping center typically has deep building setbacks and large parking lots which are designed to serve its customers.

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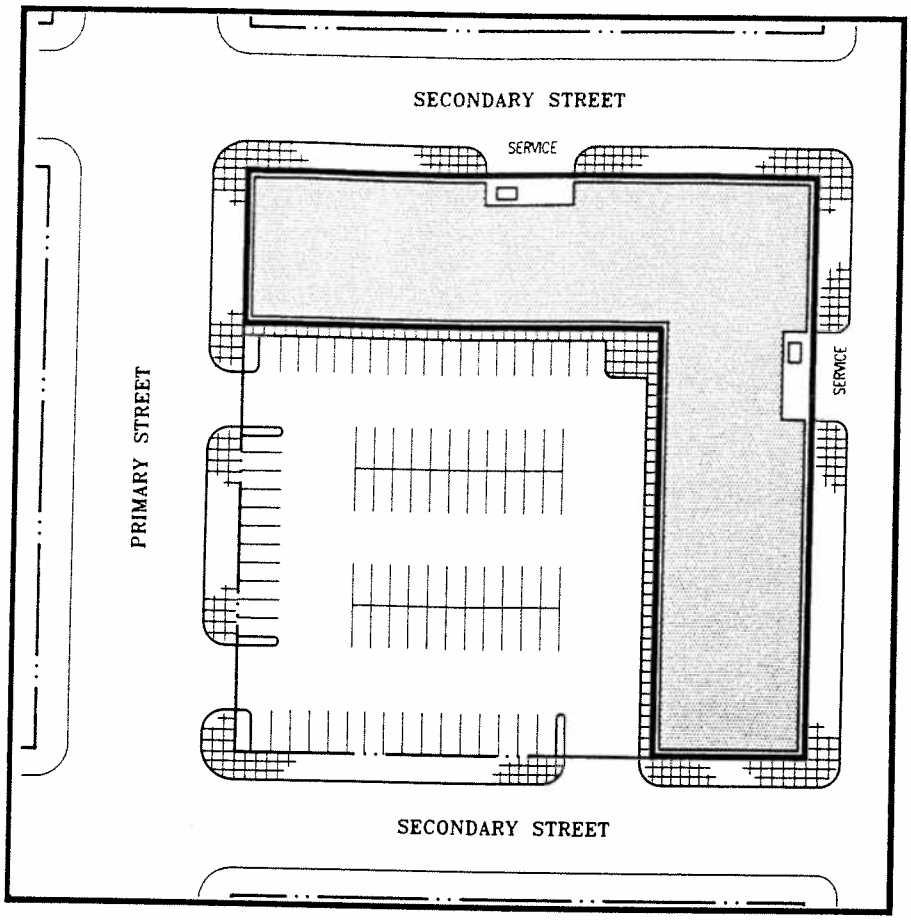


Typical Neighborhood Shopping Center

■ Over-sized parking lot without screening or landscaping interrupts streetwall and reduces visual quality of street.

■ Parking lot along sidewalk removes storefronts and retail activity from street.

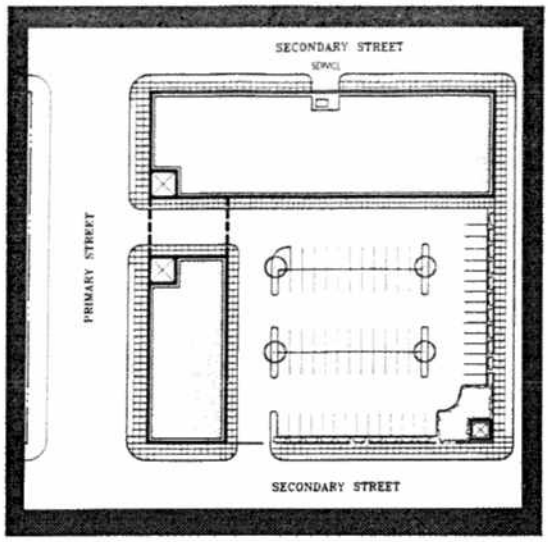
■ Multiple, over-sized curb cuts interrupt sidewalk and reduce pedestrian safety.

■ Weak connection between public sidewalks and store entrances makes pedestrian access to stores both unsafe and inconvenient.

■ Building configuration and architectural character are frequently not in context with surrounding commercial buildings.

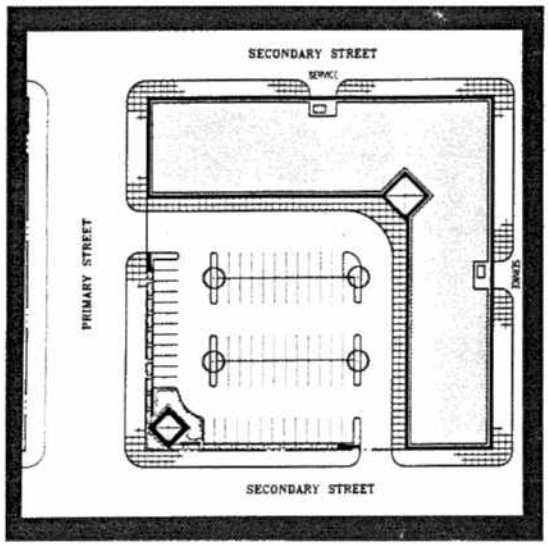
Improved Site Plan #4

- Appropriate for transitional and pedestrian-oriented streets.
- Development along sidewalk reinforces street.
- Store entrances along sidewalk maximize commercial activity along street.
- Parking entrance from primary street provides for unique architectural identity for development.



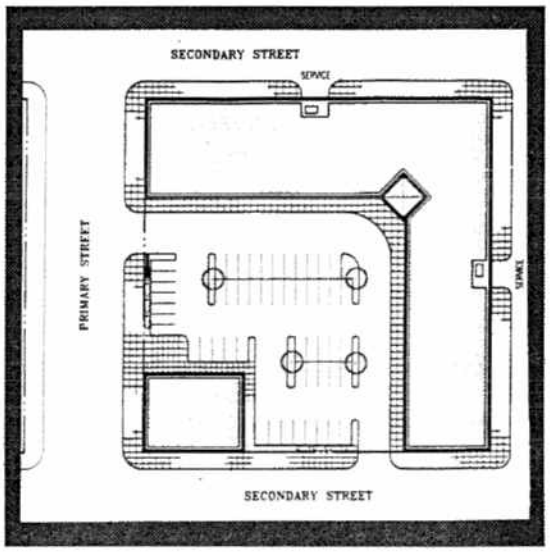
Improved Site Plan #5

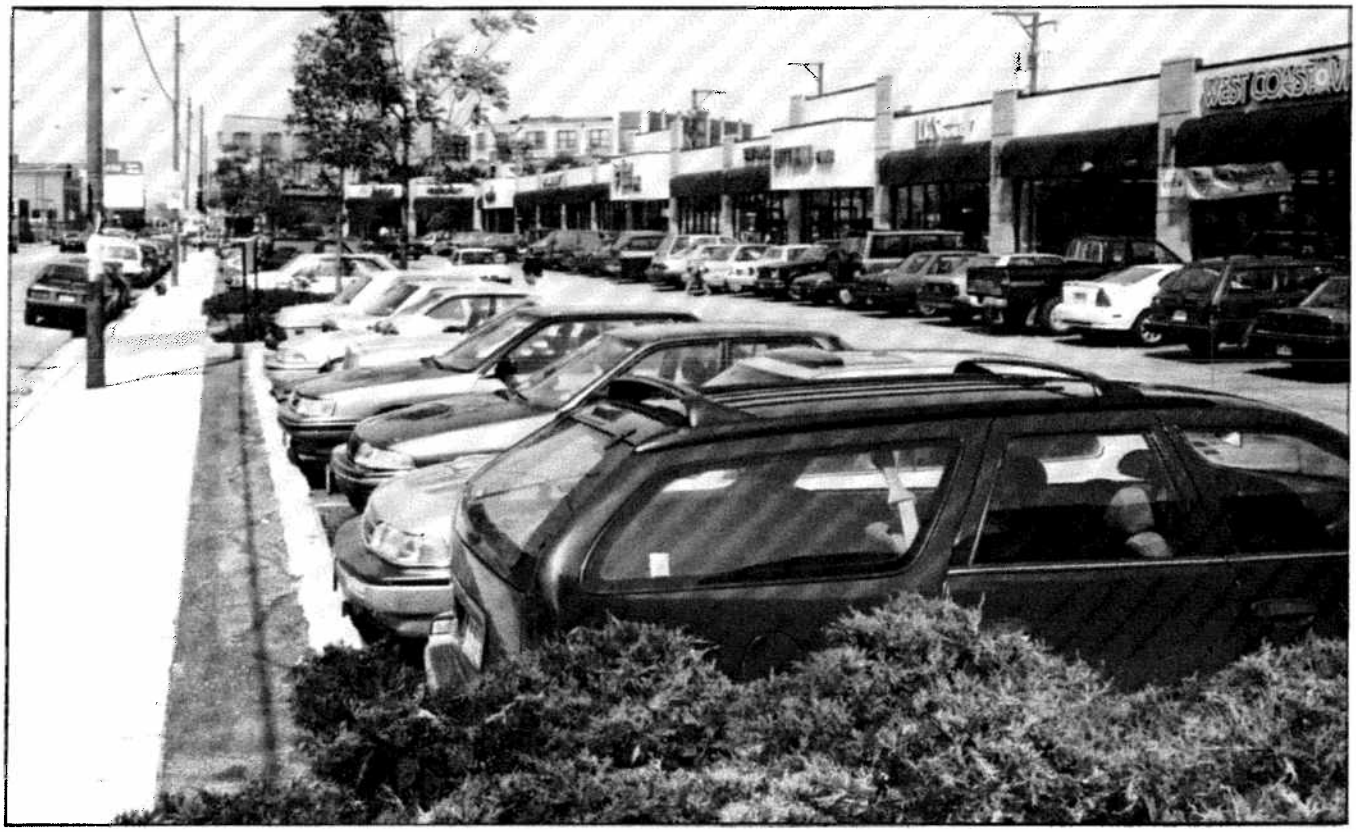
- Appropriate for auto-dominated streets.
- Architectural treatment of tower and sign at corner of parking lot offers visual interest to both development and street.
- Sign and landscaping at corner reinforces streetwall.



Improved Site Plan #6

- Appropriate for auto-dominated and transitional streets.
- Out-parcel building at corner reinforces streetwall, brings commercial activity to street, and increases security for pedestrians along sidewalk.
- Landscape screening.
- Connection between sidewalk along storefronts and public sidewalks.
- Single curb cuts on primary and secondary streets.





Strip Shopping Center

Strip shopping centers are neighborhood commercial developments with three or more shops or businesses. These developments generally range in size from 10,000 to 40,000 square feet of leasable area.

Strip centers usually have a consistent architectural design and are planned, owned, and managed as a unified development. The strip center frequently has an anchor tenant such as a restaurant, video store, or convenience store such a "7-11" or White Hen Pantry.

The strip center is typically developed on a parcel extending the full length of a block, and for the purpose of providing convenient parking for customers, the strip center is typically set back from the street to allow for a large parking lot.

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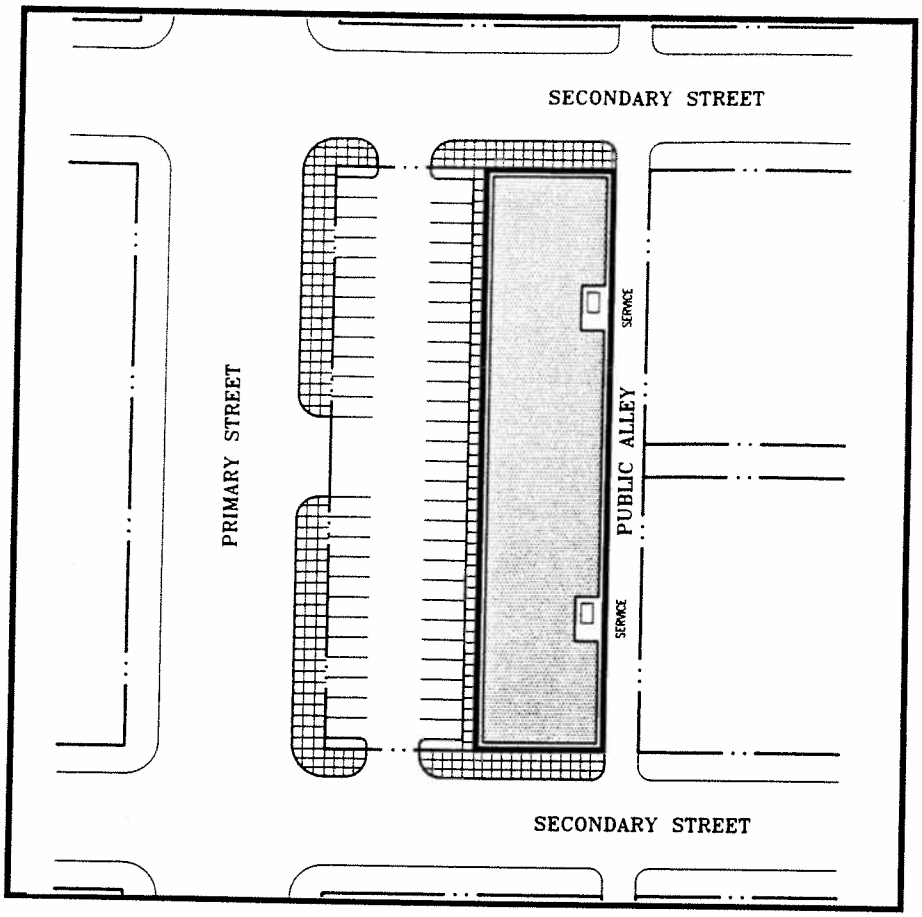


Typical Strip Shopping Center

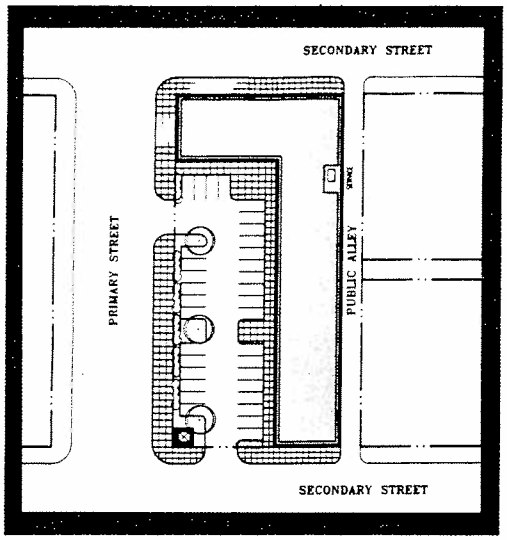
■ Large parking lot without screening or landscaping interrupts streetwall and reduces visual quality of street.

■ Parking lot removes storefronts and retail activity from sidewalk along primary street.

■ Set back development is frequently not in context with surrounding commercial buildings.

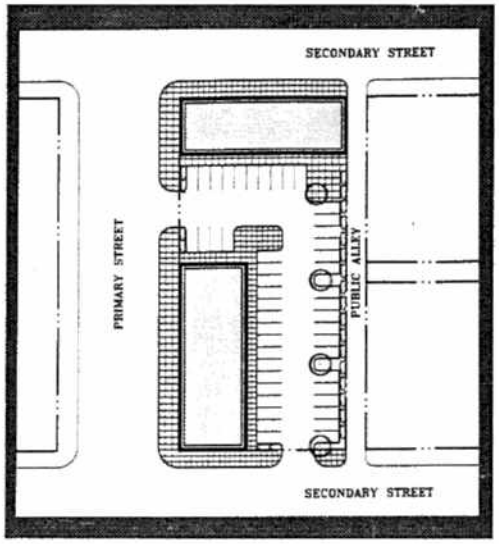
■ Multiple, over-sized curb cuts interrupt sidewalk and reduce pedestrian safety.

Improved Site Plan #7



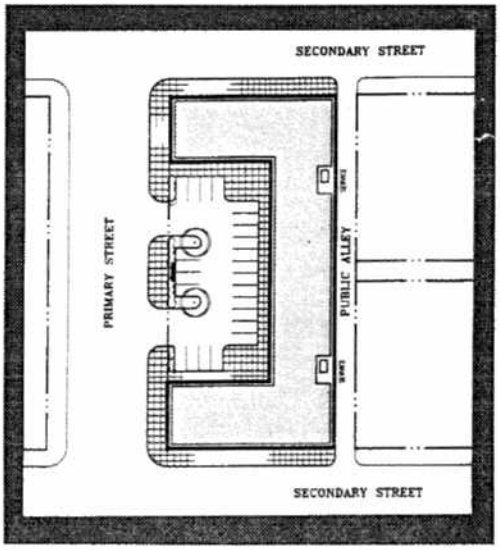
- Appropriate for auto-dominated streets.
- "L" configuration with development to corner reinforces streetwall and increases retail activity and pedestrian safety along sidewalk.
- Landscaped screening between parking lot and sidewalks (required by Landscape Ordinance) improves visual quality of development. (Note: required trees in sidewalk are not indicated.)
- Single curb cut on primary and secondary streets increases pedestrian safety.
- Sidewalk peninsulas adjacent to building improve pedestrian access from parking lot and sidewalk along primary street.

Improved Site Plan #8



- **Appropriate for pedestrian-oriented streets.**
- **Development along sidewalk reinforces streetwall and screens parking from primary street.**
- **Store entrances along sidewalk maximize commercial activity along street.**
- **Parking entrance from primary street provides opportunity for unique architectural identity for development.**

Improved Site Plan #9



- Appropriate for auto-dominated and transitional streets.
- "U" configuration with development to both corners reinforces streetwall and increases both retail activity along the street and security for pedestrians along the sidewalk.
- No curb cuts on secondary streets reduces intrusion of commercial activity into neighborhood.

Commercial Districts Types/Objectives

Appendix II

GENERAL CHARACTERISTICS OF COMMERCIAL DISTRICT TYPES			
	Pedestrian-Oriented	**Automobile-Dominatd**	**Transitional Pedestrian/Automobile-Oriented**
Right-of-Way	Narrow right-of-way (66 feet or less)	Wider right-of-way	Varies in width
Streetwall/ Architectural Character	Approximately 75% or more of streetwall intact	Minimal remaining streetwall (25-50% intact) Large setbacks of buildings from right-of-way, primarily used for parking	Frequent interruptions of streetwall(50-75% intact) by parking lots and buildings set back from the right-of-way Mix of older 1-3 story buildings facing right-of-way and newer, one-story buildings oriented toward parking lots
Vehicular Traffic	Lower-speed traffic	High traffic volumes and speed	High traffic volumes, on-street parking, frequent curb cuts
Pedestrian Traffic	High levels of pedestrian traffic	Lower levels of pedestrian traffic	Level of pedestrian traffic varies from low (95th Street) to high (Broadway)
Signage	Lower, pedestrian-scale signage	Predominately high-mast, automobile-oriented signage, including billboards	Mix of lower pedestrian-scale signage and high-mast automobile-oriented signage

PEDESTRIAN-ORIENTED STREET			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Land Use	■ Maintain predominant ground-floor retail and pedestrian consumer-oriented uses	■ Maintain high-density retail and consumer uses and related pedestrian volumes ■ Provide other market-driven uses	■ Non-retail uses (e.g., auto services, offices, parking, churches, hospitals, schools) disrupt street-level retail activity ■ Current zoning and processes for exceptions to zoning in business and commercial districts allow for uses that are inconsistent with an active retail district
Building Massing/ Architectural Design	■ Maintain continuous streetwall and multiple storefronts ■ Provide shop windows and pedestrian-scale articulation ■ Orient entryways along the public right-of-way ■ Preserve architectural character	■ Economical development, typically one-story, large floor plate, new construction and affordable rehabilitation ■ Maximize store efficiency by merchadising on perimeter interior walls ■ Create strong individual identity	■ New construction may conflict with multiple storefront character ■ Economical construction leads to nonarticulated building facades ■ Perimeter interior wall merchadising creates opaque streetwalls ■ Older buildings may lend themselves to demolition rather than rehabilitation
Parking & Circulation	■ Minimize disruption of existing streetwall by curb cuts and parking lots ■ Maintain on-street parking ■ Minimize negative visual impact of parking lots	■ Provide clearly visible, convenient parking located within 100-500 feet of store ■ Provide convenient service and loading	■ Accessory parking along the right-of-way interrupts the streetwall ■ Remote lots are perceived as inconvenient and unsafe ■ Curb cuts interrupt sidewalks creating the potential for pedestrian/vehicular conflicts ■ Screening reduces visibility of parking ■ Employees often compete with customers for parking spaces

PEDESTRIAN-ORIENTED STREET			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Streetscape ■ Ground Plane ■ Lighting ■ Furnishings	■ Maintain attractive and safe pedestrian environment ■ Provide well- and easily maintained streetscape ■ Create strong retail district identity	■ Maintain attractive and safe pedestrian environment ■ Provide well- and easily maintained streetscape ■ Create strong retail district identity ■ Potential for sidewalk merchandising	■ Developing consensus on desirability of streetscape improvements ■ Retailing on sidewalks may restrict pedestrian circulation ■ Source of capital improvement funding ■ Responsibility for maintenance of improvements
Landscaping	■ Provide attractively landscaped right-of-way ■ Screen parking lots ■ Landscape interior of parking lots ■ Provide easily maintained landscaping	■ Minimize development and maintenance costs	■ Potential conflict between landscaping and the visibility of storefront, signage, and parking ■ Responsibility for installation and maintenance of landscaping ■ Landscaping may restrict use of sidewalk for circulation and retailing
Parking & Circulation	■ Maintain strong retail street identity ■ Create sense of enclosure with pedestrian-scale features ■ Maintain varied and lively signage	■ Maintain high visibility and individual storefront identity	■ Individual identity may conflict with district character ■ Large-scale, highly visible signs may be out of character with the pedestrian environment

AUTOMOBILE-DOMINATED STREET			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Land Use	■ Concentrate regional, auto-service, fast-food, entertainment, convenience shopping, and other destination-oriented commercial uses along arterial streets ■ Minimize intrusions into adjacent residential districts ■ Maintain existing blocks or clusters of neighborhood-oriented commercial storefronts	■ Maximize shopping visibility and convenience to a wide range of regional and local customers	■ Displacement of neighborhood commercial uses ■ Transition from intense commercial uses to neighborhood districts
Building Massing/ Architectural Design	■ Maintain sense of street edge by locating out-parcel development at sidewalk edge ■ Respect character of adjacent residential districts in design and placement of large commercial buildings	■ Set commercial buildings back from street to allow for convenient, visible parking ■ Provide strong individual store and shopping center identity ■ Provide most economical new development, typically one-story, large floor plate ■ Maximize store efficiency by merchandising on interior perimeter walls	■ Set-back development with large parking lots compromises identity and visual character of street ■ Out-parcel buildings at sidewalk may impair visibility of set-back buildings ■ Sides and back of commercial buildings may conflict with scale and character of adjacent residential areas
Parking & Circulation	■ Minimize negative visual impact of large parking lots ■ Provide visible access and parking ■ Minimize pedestrian and vehicular conflicts	■ Visible access and convenient parking, located on-site ■ Convenient service and loading	■ Pedestrian safety and convenience are compromised by shared vehicular and pedestrian access from right-of-way to storefronts ■ High-volume, higher-speed traffic associated with large commercial developments may conflict with small-scale, pedestrian-oriented retail development

AUTOMOBILE-DOMINATED STREET			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Streetscape ■ Ground Plane ■ Lighting ■ Furnishings	■ Create attractive and safe sidewalk environment	■ Create attractive and safe sidewalk environment	■ Difficulty in achieving a unified streetscape design along arterial streets lined with shopping centers or intermixed with lower-scale commercial storefronts
Landscaping	■ Create attractively landscaped right-of-way ■ Provide perimeter and interior landscaping of parking lots	■ Enhance store image ■ Minimize development and maintenance costs	■ Potential conflict between landscaping and visibility of storefront, signage, and parking
Signage	■ Create consistent line of vision through the placement and orientation of commercial signage	■ Maintain high visibility and strong individual identity	■ Difficulty in defining and enforcing coordinated signage

TRANSITIONAL STREET (Both Pedestrian- and Automobile-Oriented)			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Land Use	■ Provide ground-floor retail to accommodate both walking and driving consumers	■ Provide sufficient parking to serve destination shopping	■ Parking breaks down streetwall and pedestrian-scale environment
Building Massing/ Architectural Design	■ Strengthen streetwall and pedestrian retail character by minimizing set-backs ■ Orient entryways for convenient access from sidewalk	■ Orient entryways for convenient access from parking lot and sidewalk ■ Provide good visibility of storefront at a distance from the street ■ Economical development, typically one-story, large floor plate, new construction, and affordable rehabilitation ■ Maximize store efficiency by merchadising on perimeter interior walls ■ Create strong individual identity	■ Set-back buildings are separated from pedestrian activity ■ Unarticulated facades and opaque streetwalls, inherent in economical new construction, diminish the quality of the pedestrian environment ■ Set-back development destroys the streetwall
Parking & Circulation	■ Maintain streetwall character through siting and design of parking lots ■ Maintain on-street parking ■ Provide curb cuts and site improvements that allow for smooth traffic flow with minimum disruption of pedestrian circulation	■ Provide adequate on-site parking ■ Maximize visibility of parking ■ Minimize parking lot development and maintenance costs ■ Provide curb cuts and site improvements to allow for smooth traffic flow	■ Screening reduces visibility of parking ■ Curb cuts interrupt sidewalks, creating the potential for pedestrian/vehicular conflicts ■ Accessory parking along the right-of-way interrupts the streetwall ■ Remote lots are percived as inconvenient and unsafe

TRANSITIONAL STREET (Both Pedestrian- and Automobile-Oriented)			
	Urban Design Objectives	**Marketing Objectives**	**Issues**
Streetscape ■ Ground Plane ■ Lighting ■ Furnishings	■ Create an attractive and safe pedestrian environment ■ Provide well- and easily maintained strreetscape ■ Create strong retail district identity	■ Maintain safe, attaractive storefront entryways	■ Parking and blank walls limit opportunities to create continuous streetscape character ■ Developing consensus on desirability of streetscape improvements ■ Retailing on sidewalks may restrict pedestrian circulation ■ Source of capital improvement funding ■ Responsibility for maintenance of improvements
Landscaping	■ Provide attractively landscaped right-of-way ■ Screening perimeter and interior of parking lots ■ Provide easily maintained landscaping	■ Minimize development and maintenance costs ■ Enhance store image	■ Potential conflict between landscaping, visibility of storefronts, signage, and parking ■ Financial responsibility for installation and maintenance ■ Landscaping may restrict use of sidewalk for circulation and retailing
Signage	■ Enhance pedestrian-scale environment through lower, storefront signage ■ Coordinate signs to reinforce commercial district identity	■ Maintain high visibility and strong individual identity	■ Large-scale, high-mast signage may be out of scale with pedestrian character and the street

Definitions of Terms

APPENDIX III

Accessory Parking: Parking dedicated to a particular building or use.

Arcade: A covered walkway, generally with shops located along one or both sides.

Architectural Character: The overall effect of elements which comprise a building or group of buildings, including style, materials, color, fenestration, height, size and other building design details.

Automobile-Dominated Commercial Street: A street typically characterized by a wide right-of-way, high automobile traffic volumes, large parking lots, and buildings set back from the sidewalk. These streets generally serve larger, destination-oriented commercial developments.

Cornice: A horizontal molding projecting from the facade and along the top of a building.

Design Guidelines: Recommendations describing general design criteria for urban development.

Facade: The front of a building or that part of the building facing the street.

Fenestration: The arrangement of windows and doors of building, particularly along the front or that portion of a building facing the street.

Nonaccessory Parking: Public parking or parking for a general use or area, e.g., City of Chicago parking lots and commercial parking garages.

Out parcel: The portion of a large-scale development site located away from the principal building and close to the public right-of-way.

Pedestrian-Oriented Commercial Street: A street characterized by a narrow right-of-way, multiple storefronts, high volumes of pedestrian traffic and relatively few breaks in the streetwall. These streets generally have smaller retail establishments which serve the local neighborhood.

Pedestrian-scaled: Buildings or spaces in the urban environment which are composed of elements which are approximately the size of a human being, i.e., buildings or spaces which do not dwarf the pedestrian.

Scale: Generally refers to the relative size of a building, street fixture, sign or other architectural element.

Setback: The distance between the face of a building and the property line.

Streetwall: The vertical plane created by building facades along a street.

Streetwall pattern: The design characteristics of a streetwall. An intact streetwall has few gaps and a consistent alignment of buildings located along the front property line; a weak streetwall is one with many gaps and/or an inconsistent alignment of buildings along the front property line.

Streetscape: The design elements along the public right-of-way, including street lights, sidewalks, landscaping, furniture, signage and awnings.

Transitional Commercial Street: Street characterized by a mix of both small-scale, neighborhood-oriented retail and larger stores serving a regional market. These streets have high volumes of both pedestrians and automobile traffic, and the streetwall pattern is frequently broken by parking lots.

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